ERICA'S BIGGEST INDUSTRY MONTHLY FOR AMERICA'S BIGGEST INDUSTRY

House & Home

JANUARY 1957 SIX DOLLARS A YEAR—ONE DOLLAR A COPY

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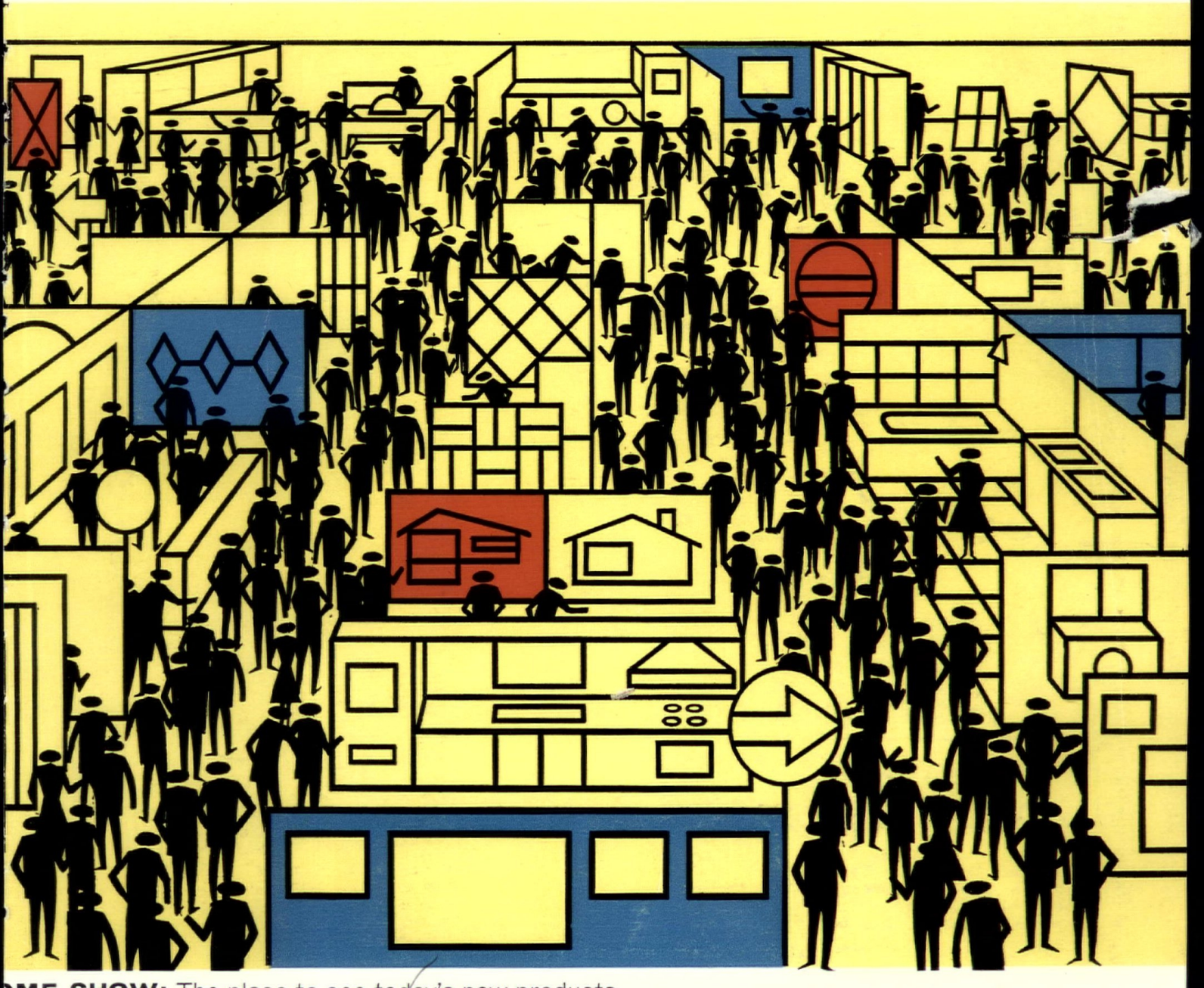


OME SHOW: The place to see today's new products

- Why Chicago is home building's big surprise

Round Table gets action on new window sizes

How you can sell $3,000 under FHA's valuation

What is Bill Levitt up to now?

NEWS BEGINS ON PAGE 37 FOR COMPLETE CONTENTS SEE PAGE 121

You Have Never Tasted

The NUTONE Built-In

ONE Motor Operates FIVE Appliances ... It's a Meat Grinder

NOW... a Remarkable Meat Grinder!

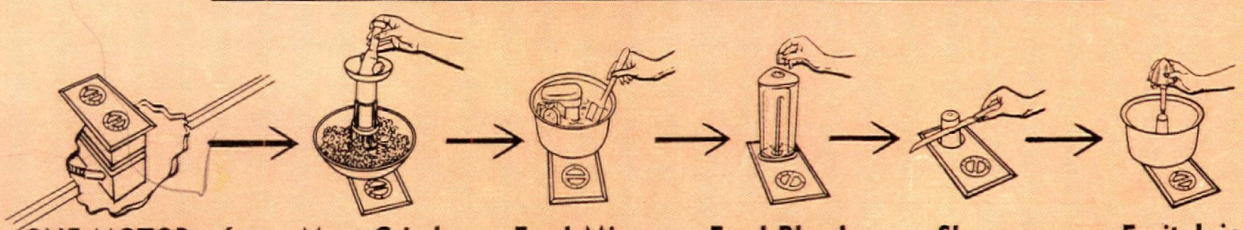
Good hamburger, like good coffee, should be freshly ground. But more important — it should retain all of its natural juices. Most old fashioned horizontal grinders mash the meat, squeezing out the nourishing juices that add so much flavor.

There's no meat grinder anywhere in the world that compares with NuTone's fabulous, new VERTICAL Meat Grinder. It cuts meat into light, tender morsels ... retaining all the natural juices to make hamburgers like you never tasted before!

Best of all — this exciting Meat Grinder is part of the NUTONE BUILT-IN FOOD CENTER ... It's a Mixer, Blender, Sharpener, Juicer ... and now an Electric Meat Grinder ... all operating from ONE Built-In Motor. And the low price makes it your best sales-clincher for selling new homes faster. Try it in your 1957 model homes. Send for information about NuTone's special sample offer for Builders and Architects. Write today ...

NUTONE, INC., DEPT. HH-1, CINCINNATI 27, OHIO

Shown for the first time at the NAHB Convention, January 20-24.



ONE MOTOR for Meat Grinder Food Mixer Food Blender Sharpener Fruit Juicer

A FIVE YEAR REPORT TO OUR ADVERTISERS

Five years ago when Time Inc. launched HOUSE & HOME ...

... the Korean War was stalemated on Heartbreak Ridge. Captain Carlson was waging his single-handed struggle to keep the Flying Enterprise afloat. Hungary held the headlines with four U. S. airmen shot down over its territory. Mossadegh was weeping, Connie Mack was 90 and Maxim Litvinov had just died.

Most new houses had only two bedrooms, one bath, and a price under $10,000. Lureco was unheard of, and so, almost, were standard dimensions and trade-ins. Despite Regulation X, price controls and material allocations, the home building industry added another 1,127,000 houses to the 4½ million already to its post-war credit. Home building had suddenly become the nation's biggest industry, bigger than autos, oil, clothing or steel.

But, as you recall, home building still had no industry magazine, no magazine to help integrate its ideas and efforts, to serve as its central news exchange, to help builders, architects, lenders, realtors, producers and their suppliers keep posted on each other's doings to meet their common problems and develop their mutual solutions.

So, in January 1952, Time Inc. launched HOUSE & HOME.

Since that day five years ago, over 6 million copies of HOUSE & HOME have been published. Over 1 million miles have been travelled by our editors to gather information and give talks before industry groups. Over 400 leaders from every part of home building, every part of the country, have attended one or more of HOUSE & HOME's famed Round Tables.

The effect on home building of HOUSE & HOME, its pages and its Round Tables, is already considerable. More architects and builders are working together now than was every thought possible five years ago. The standardization of dimensions is underway. The acceptance of prefabrication and year-round air conditioning has been accelerated. Home merchandising has become more than a pony ride, pack of balloons and balcony banner.

But, most of all, the industry is growing up. Its product is improving, its men are maturing, its methods are successfully meeting competition. Whatever HOUSE & HOME's role in these developments has been - initiator, guide, catalyst or simply supporter - it has given home building a voice.

To the advertiser, HOUSE & HOME has given an effective medium in the nation's biggest market place.

So it is little wonder that, in just five years time, HOUSE & HOME has gained the largest circulation in its field and the largest advertising volume, both in pages and investment. In addition, HOUSE & HOME has become the largest monthly industry publication in the world.

While our concern will continue to be with the days ahead, we have taken this birthday glance at past progress because of your investment in HOUSE & HOME. We would also like to pass along the words of our editors in this issue's editorial on page 146: "Thank you for staying with us through that most difficult time in the life of any magazine -- the first few years of trial and error, years when everything depended on your faith and patience."

Richard N. Jones

Richard N. Jones
Advertising Sales Director

Hamburger Like This!

Food Center Does It

Mixer + Blender + Sharpener + Juicer

* U.S. & FOREIGN PATENTS PENDING

HIGGINS FLOORS SELL HOUSES!

A Higgins Floor closes the sale when you open the door!

TROUBLE-FREE!

Higgins famous cross bond lamination means NO expansion or contraction anytime, anywhere.

- *New precision tongue and groove assures rapid installation.*
- *Super-Surface is thicker, wears longer, can be sanded and refinished as often as necessary.*
- *Prefinish saves upward of a week job time.*
- *Can be used over radiant heat.*
- *Water repellent, vermin and rot resistant.*
- *Lifetime beauty, minimum upkeep.*
- *Easy to install over any subfloor.*

ALSO AVAILABLE:

DARK TONES for use alone or in combination with natural blocks.

UNFINISHED for those who prefer the "custom" look of on-the-job finishing.

There is no substitute for the matchless beauty, the legendary durability, the quiet *luxury* of genuine oak—and now *at a cost that makes sense in any home!*

Bonded under great pressure and intense heat, Higgins Block is the most durable wood flooring available and will give lifetime service. The Higgins floor, factory finished and wax-treated, is *ready for use* as soon as it is laid, enabling earlier delivery of the home.

Write today for the full story. You'll learn why it *pays* to insist on genuine Higgins Hardwood Block Flooring.

Higgins

BONDED HARDWOOD BLOCK FLOORING

Higgins Industries Inc. — Box 8169 — New Orleans 22

PIONEERS AND WORLD'S LARGEST MANUFACTURERS OF LAMINATED HARDWOOD BLOCK FLOORING

The wood made world-famous in Higgins hardwood-hulled fighting boats

Setting the Style and Standard

d'Cor by Nudor

FOR 1957

You are cordially
invited to see the

NUDOR SLIDING GLASS DOOR
and WINDOW EXHIBIT

featuring d'Cor
ALUMINUM SLIDING GLASS DOOR

at the

NAHB Convention & Exposition
Conrad Hilton Hotel, Chicago
3rd Floor • Booth No. 358

* If you cannot attend, send coupon for your personal preview.

ADVANCED DESIGN CONCEPTION

★ **Element Restriction**
★ **Sculptured Styling**
★ **Versatile Application**

OTHER NUDOR PRODUCTS

QUALITY
Aluminum Sliding Glass Door
Featuring Flat Threshold

HI-LO
Aluminum Sliding Glass Door
Economy Unit for Project Builders

ALL-WEATHER
Aluminum Horizontal Sliding Window
Rolls on Nylon Rollers

NUDOR — SYMBOL OF Quality

Mail coupon for Free Literature and name of Nudor Distributor in your area.

NUDOR MANUFACTURING CORPORATION
7326 Fulton Avenue, North Hollywood, California

"Member of the Sliding Glass Door and Window Institute"

NUDOR MFG. CORP., 7326 Fulton Ave., No. Hollywood, Calif. **Dept. D-1**

Please send free literature:

☐ d'COR Sliding Glass Door ☐ QUALITY Sliding Glass Door ☐ HI-LO Sliding Glass Door ☐ Horizontal Sliding Window

Name_____

Address_____

City_____ Zone____ State_____

HOUSE & HOME, January 1957, Volume 11, Number 1. Published monthly by TIME, INC., 9 Rockefeller Plaza, New York 20, N. Y. Entered as second-class matter at New York, N. Y. Subscription price $6.00 a year.

Mr. Gerholz (left) at the site of his Westgate Park community in Flint, Michigan. With him is Edward Rozsypal of Michigan Bell Telephone Company.

"Concealed telephone wiring is a 'must' for modern homes"

—says Mr. Robert P. Gerholz of Gerholz Community Homes, Inc., Flint, Michigan

"We're building 800 homes in our Westgate Park community," says Mr. Gerholz, "and in each of them we're providing several telephone outlets.

"In my opinion, concealed telephone wiring is a sign of a well-integrated, preplanned home. Home buyers are learning to ask for it, progressive builders are providing it. I think it will soon be difficult for any builder to sell a home that doesn't have concealed telephone wiring. It's a 'must' for modern homes."

Mr. Gerholz is the only man ever to have been President of both NAHB (1944) and NAREB (1950). In his 35 years as a builder he has built over 4200 homes. His Westgate Park community of homes in Flint, Michigan, has twice received the NAHB's Award of Merit, in 1954 and again in 1955. Like many other trend-minded builders across the nation, Mr. Gerholz knows the value of concealed telephone wiring as a modern sales feature.

• • •

Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Working together to bring people together

BELL TELEPHONE SYSTEM

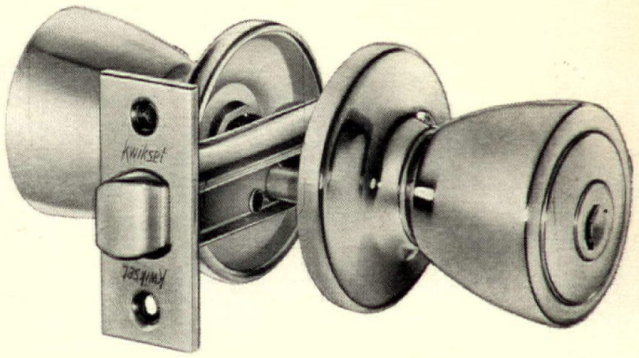
reputation

The name on this box represents one of the most important features of a Kwikset lockset—a feature that adds immeasurably to its value, nothing to its cost. This feature is the manufacturer's reputation.

Residential builders buy more Kwikset "400" line locksets than any other brand. They know Kwikset's reputation for locksets *made* to highest quality standards, *designed* for fast, money-saving installation and *backed* by Kwikset's famous unconditional guarantee.

When you order Kwikset "400" line, you receive locksets with the *extra* feature money can't buy—the finest reputation in the industry.

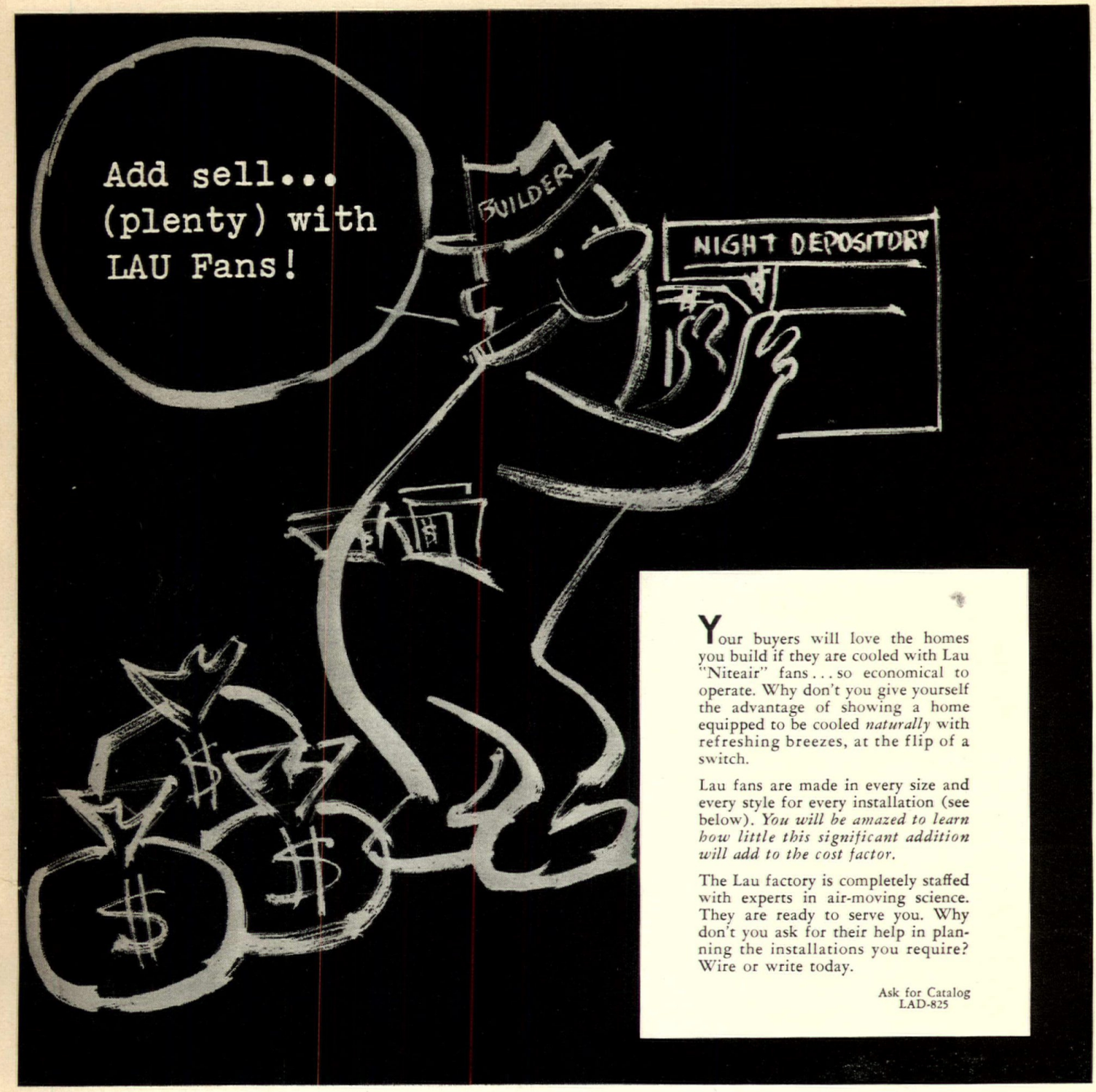
New, improved Kwikset "400" line packaging—color-keyed for easier identification.



kwikset® LOCKSETS

"America's largest selling residential locksets"

KWIKSET SALES AND SERVICE COMPANY • ANAHEIM, CALIFORNIA

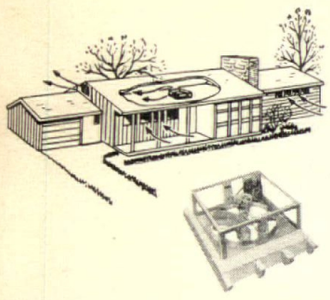


Your buyers will love the homes you build if they are cooled with Lau "Niteair" fans . . . so economical to operate. Why don't you give yourself the advantage of showing a home equipped to be cooled *naturally* with refreshing breezes, at the flip of a switch.

Lau fans are made in every size and every style for every installation (see below). *You will be amazed to learn how little this significant addition will add to the cost factor.*

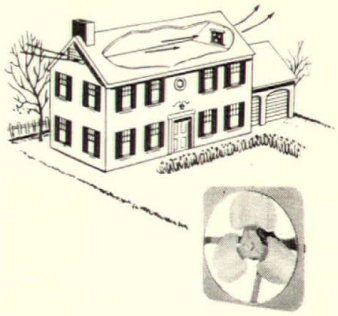
The Lau factory is completely staffed with experts in air-moving science. They are ready to serve you. Why don't you ask for their help in planning the installations you require? Wire or write today.

Ask for Catalog
LAD-825



LAU RANCHER COOLS by drawing cool outside air *through* windows and doors *up* to its location at some conveniently central spot near the dwelling's center and *out* through attic apertures. It fits homes with low-pitched roofs. It requires no bolting down. *It is gratifyingly quiet.* Blades 22" to 42".

LAU PANEL IS A POWERHOUSE of cooling comfort. It is installed vertically. It draws air through windows and doors and expels it directly *out* of attic apertures, flooding the home with oceans of cooling breezes. Adaptable, easy to install. Quiet. Statically balanced, vibration-free. Blades 24" to 48".



LAU AUTOMATIC ATTIC RELIEF FAN moves air *through the attic,* preventing attic heat build-up (often 150°). Operates automatically by thermostat. *Ideal for use with air-conditioning system* because it reduces the load on the air-conditioning unit. Install vertically or horizontally. Quiet. Low in cost. Blades 16" only.

EXHIBITOR NATIONAL HOUSING CENTER

LAU®

Tomorrow's Fans ...Today!

THE LAU BLOWER COMPANY

2007 Home Ave., Dayton 7, Ohio • Azusa, California • In Canada: The Lau Blower Co. of Canada, Ltd., Kitchener, Ontario

World's Largest Manufacturer of Air-Conditioning Blowers

There's *Beauty* in Exposed Masonry

. . . and it actually COSTS LESS!

Almost anyone can afford the beauty of Vibrapac block! For both exteriors and interiors, this versatile building material offers practically unlimited possibilities . . . *at limited cost.*

New and beautiful effects can be created for a variety of applications in recreation rooms, living rooms, bedrooms, kitchens, corridors, entrances, partitions, fireplaces, planters, etc. Vibrapac Block are produced by a process that insures dependable uniformity and a wide range of interesting colors, textures and patterns. Available in modular sizes that simplify construction.

Vibrapac block advantages bring savings in time and labor to every job. To the structure itself they assure a stability that means less depreciation and higher valuation for the home owner. A Vibrapac block wall is permanently beautiful . . . permanently economical. Architect, builder and home-owner alike can profit from using this versatile building material.

Why not investigate the advantages of building with Vibrapac block. We will gladly send you literature showing patterns for exposed concrete masonry walls. No obligation. Merely send us your name and address on your own letterhead.

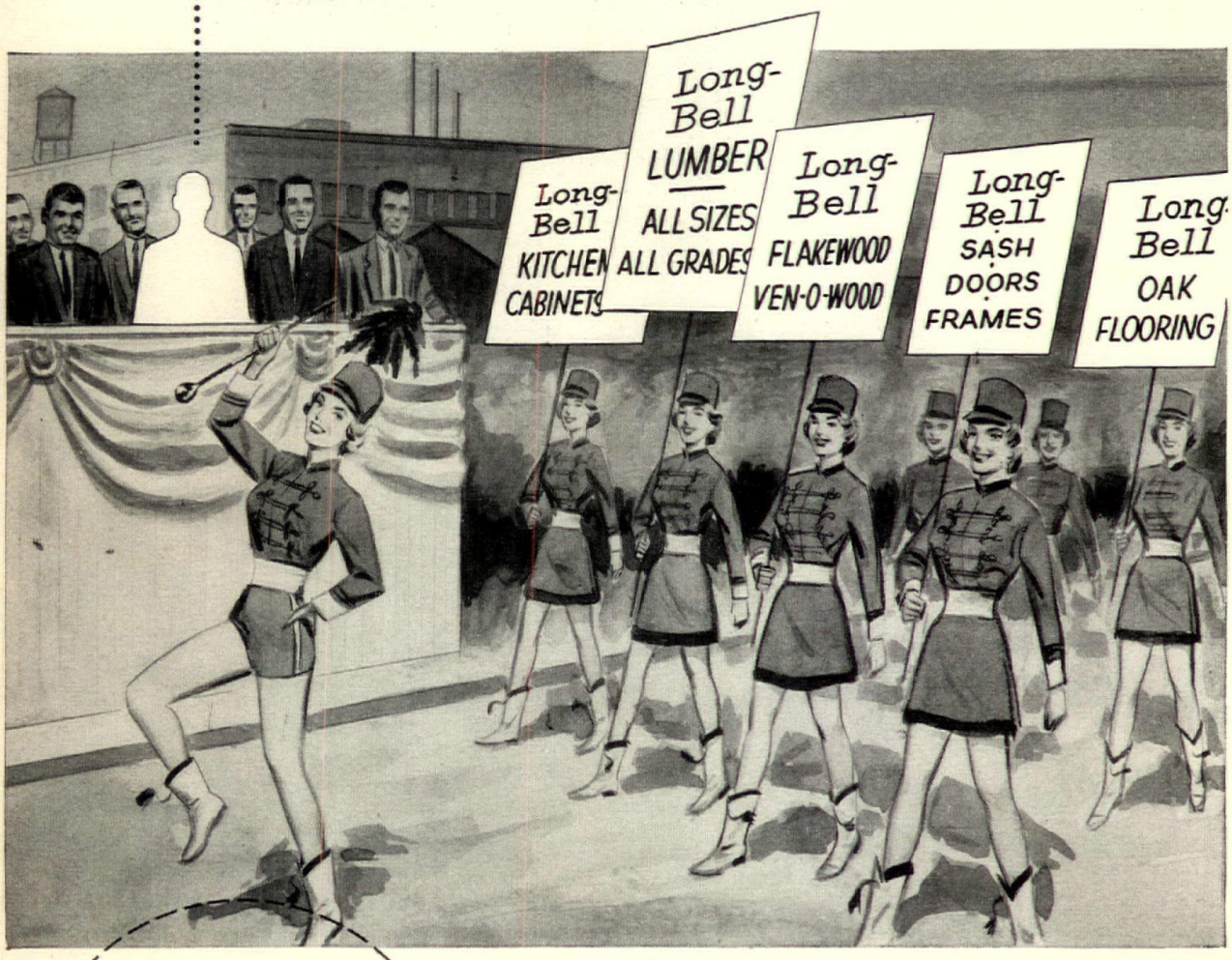
BESSER Company

Box 175, Alpena, Michigan, U.S.A.

FIRST IN CONCRETE BLOCK MACHINES!

AG-107

BE ON HAND WHEN YOUR *INDUSTRY PASSES IN REVIEW!*



See Long Bell at this convention

NAHB Convention
Chicago, Illinois
Jan. 20-24, 1957
Booth #577 & #578

It's show-time—and you can't afford to miss the greatest shows on earth! Every regional convention as well as the national shows feature all-stars—the latest building materials that make your jobs easier and more profitable.

Make it a point to attend as many conventions as you can. And while you're there, stop by the Long-Bell booths. You'll see such show-stoppers as Long-Bell Kitchen Cabinets, Flakewood and Ven-O-Wood. And Long-Bell representatives will be on hand to answer any questions you may have.

INTERNATIONAL PAPER COMPANY

Long-Bell

DIVISION

KANSAS CITY, MO. LONGVIEW, WASH.

Your homes advertised in *your* local newspapers . . . engineering and layout service on your Delco Heating systems . . . model home display and promotion pieces **all at no cost to you!** They're all part of the BIG Delco Home Selling Program that has helped sell more than 40,000 homes for big, small and medium-sized builders all over the country!

Here's a sensational *customized* merchandising package that pays off for you in increased interest and traffic through your tract . . . helps you sell more homes faster, easier, and at more profit even in today's competitive home market!

Send the coupon today for the full story on the BIG Delco Home Selling Program, or visit the Delco Booth at the NAHB Show, Booth 171-172, Conrad Hilton Hotel, Chicago—Jan. 20 through 24, 1957.

MORE and MORE Builders Specify DELCO!

DELCO CAN HELP YOU SELL MORE HOMES FASTER AT MORE PROFIT!...

MAIL THIS COUPON TODAY!

HOME BUILDER DEPARTMENT HH
Delco Appliance Division
General Motors Corporation
Rochester 1, New York

Please have your local Delco-Heat factory sales representative give me complete information on the General Motors Delco-Heat Home Selling Program.

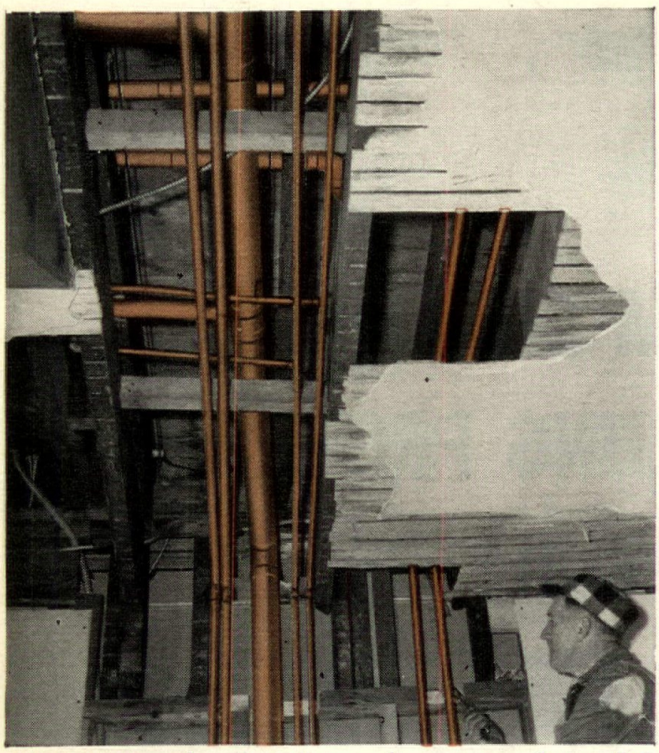
Approximate number of homes built per year .....

Name of Builder .....

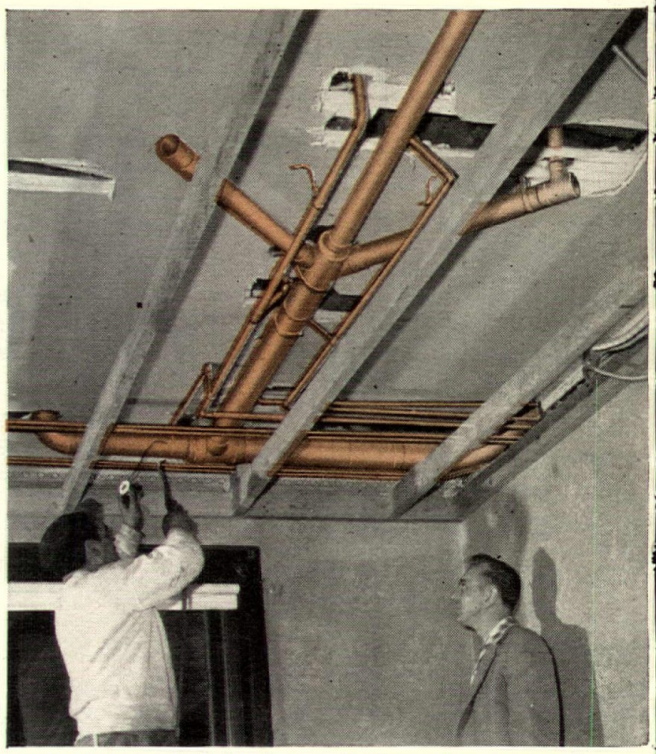
Address .....

City ..... State .....

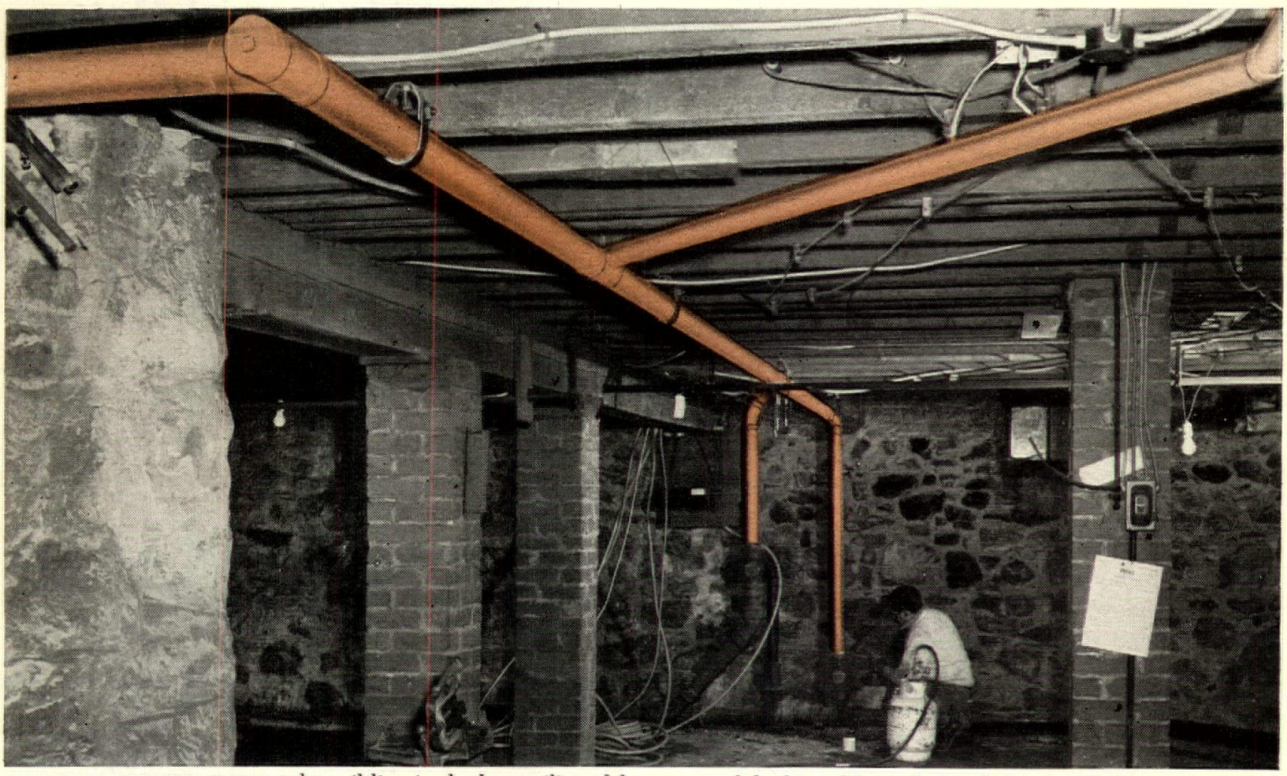
Operation Home Improvement is easier,



WATER PIPING and sanitary drainage lines were easily installed between the original floor joists. Making connections in cramped working spaces is no problem when using copper tubes and solder-joint fittings.



COPPER TUBE made light, fast work of an otherwise tough, slow job of roughing in for two new baths on the second floor. The lightweight assembly is supported by hanger straps fastened to the original floor joists.



TRIM, SPACE-SAVING copper tube soil line in the low-ceilinged basement of the big, old, single-family house which was renovated to provide several apartments on the second and third floors, and doctor's office and treatment rooms on the first floor. Note that there are no joints in the line from the Y-branch to the 90-degree ell at the far wall. A standard 20-foot length of copper tube was used, requiring only two solder connections—one at each fitting.

faster, more profitable with Copper Tube

"I've seen lots of copper tube installed and know how easily it handles, but in this remodeling job, copper really proved its worth," says Gus Schmidt, plumbing superintendent of Barlow Brothers Co., Waterbury, Conn., in discussing the project pictured on these pages.

"With copper tube and solder-joint fittings, the overhead work necessary (see picture at left) was no problem. But think what a back-breaking, time-consuming operation this would have been using heavier materials requiring threaded or caulked connections. And note all the space we saved—thanks to trim copper tube and compact fittings.

"I wish every architect, builder, and plumbing contractor who is skeptical about the value of all-copper plumbing could have seen this job go in. And copper has the same advantages in new construction too."

Whether you are adding a single bathroom or renovating the plumbing in an entire house, copper tube and fittings can make Operation Home Improvement a simpler, more profitable business. Contractors report their installation time with copper is reduced one-third to one-half.

Anaconda Copper Tubes are available in all standard wall thicknesses—Types K, L, M, and DWV—through your plumbing wholesaler. See him also for Anaconda wrought and cast solder-joint fittings.

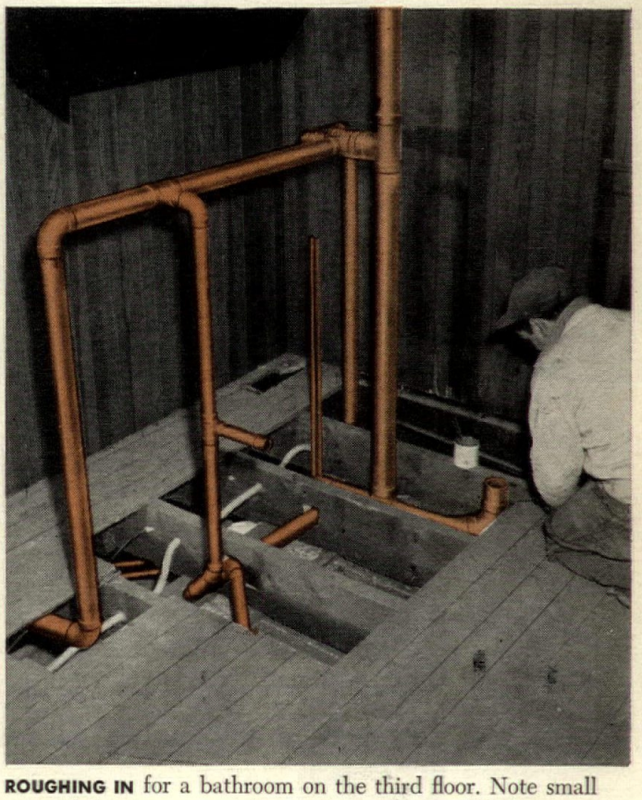
For more information on ALL-COPPER plumbing, write: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

3606

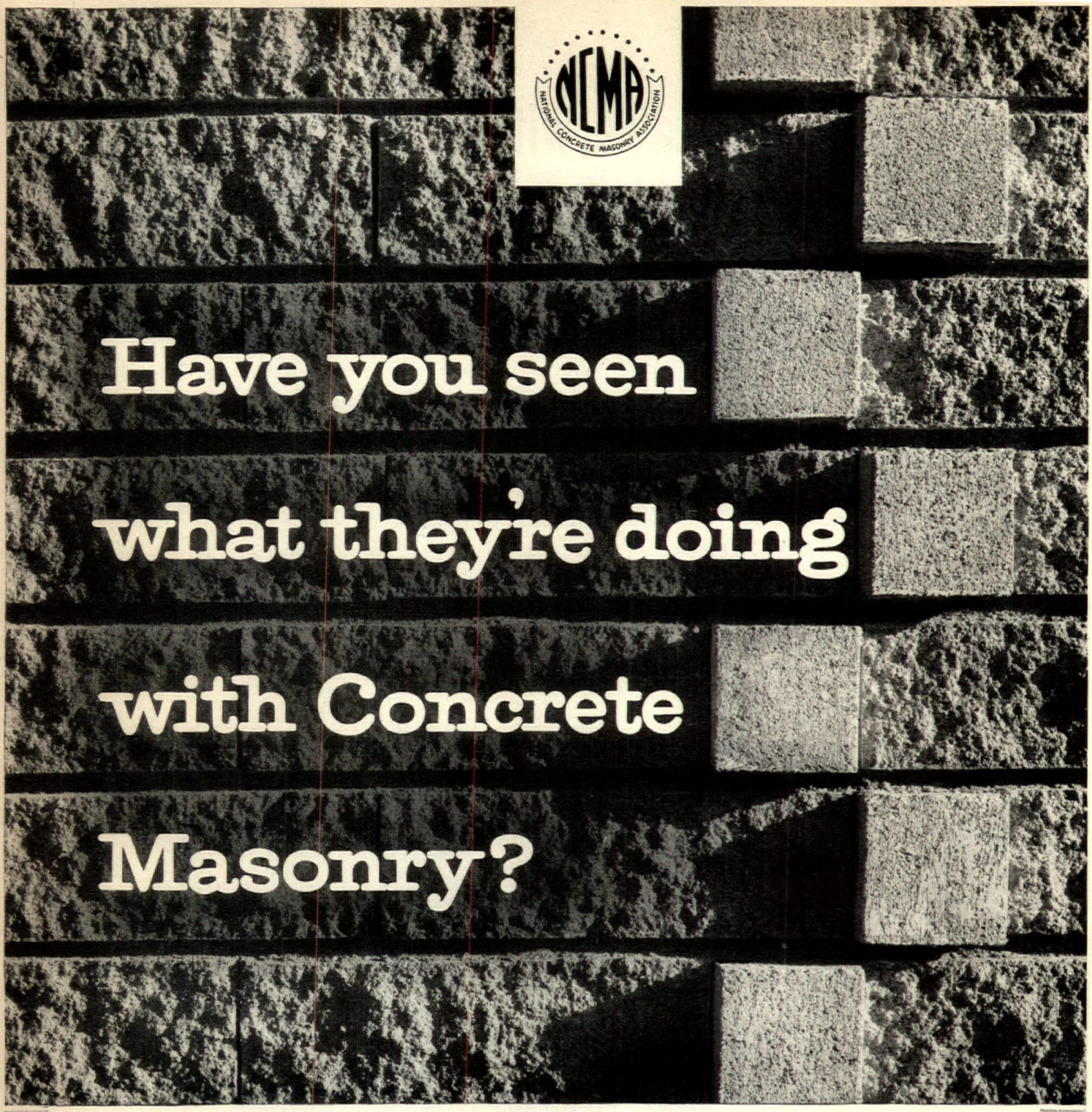
ANACONDA® COPPER TUBES AND FITTINGS

Available Through Plumbing Wholesalers

TWO STUD SPACES serve as the chase for the copper tube risers. The large tube is the soil stack; smaller tubes are water supply and heating lines. No space was lost for built-out plumbing walls.



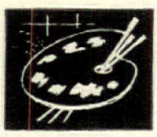
ROUGHING IN for a bathroom on the third floor. Note small area of flooring removed—also that only small holes were needed in the old floor joists to install the copper tube waste line.



Have you seen what they're doing with Concrete Masonry?

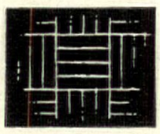
NEW COLORS

Block is now available in many localities in green, ocher, red, ivory, blue, yellow, gray, black and other decorator colors.



NEW PATTERNS

You can build extra distinction into a wall at little extra cost with any of the new concrete block wall patterns.



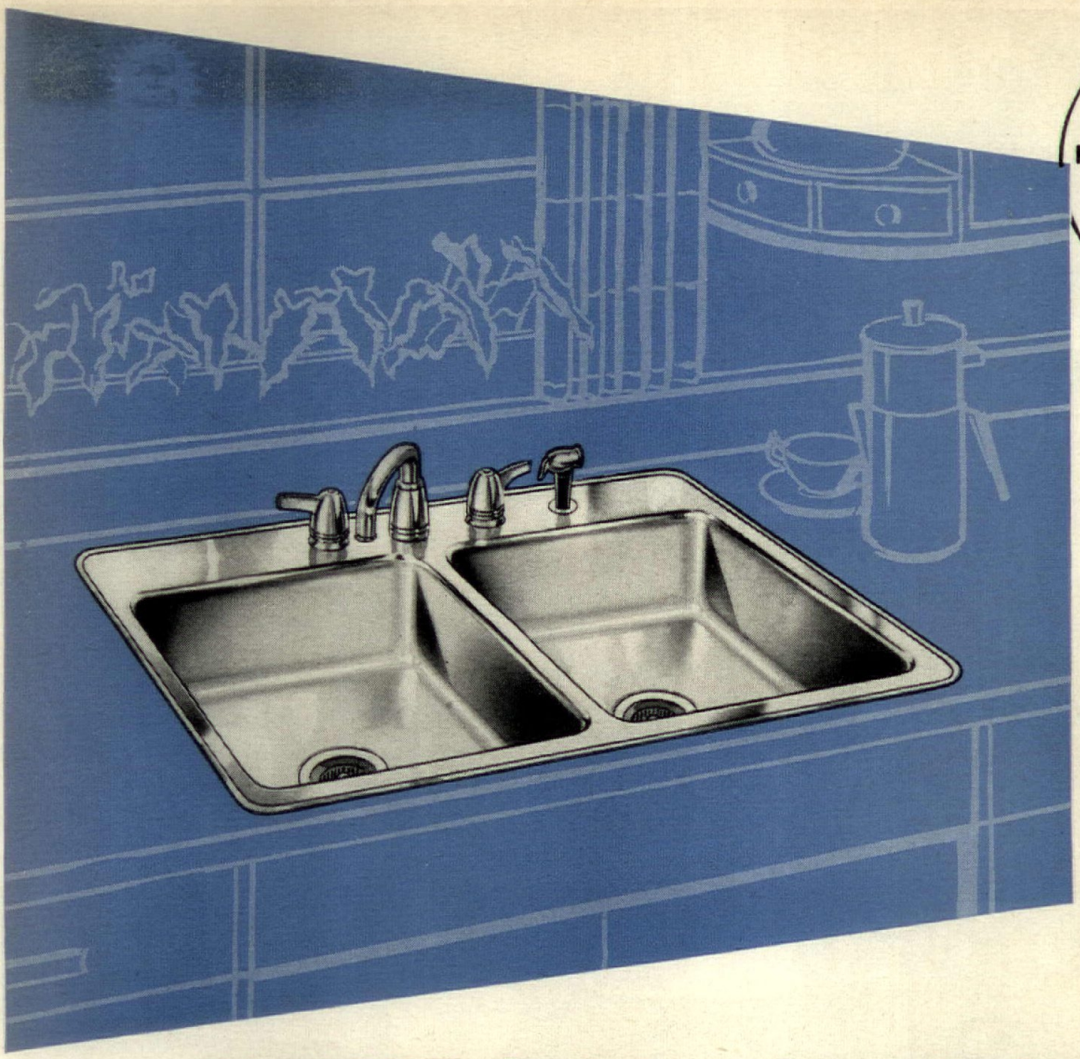
NEW RESEARCH

NCMA'S engineering staff has produced technical studies which can help you. Ask your local block plant for a copy of "Sound Reduction Properties of Concrete Masonry Walls."

THERE'S always something new about concrete block—the nation's most versatile building material. In fact there are so many new things going on in the industry that it's pretty hard for a very busy man like an architect or an engineer to keep up with the newest improvements.

Here's where your local NCMA member can be a big help to you. Ask him to show you some of the new improvements in block—he's a good man to know.

NATIONAL CONCRETE MASONRY ASSOCIATION • 38 SOUTH DEARBORN • CHICAGO

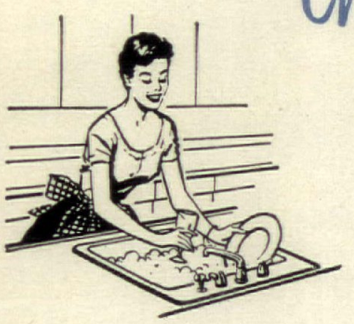


VISIT
OUR BOOTHS
No's 375-376
National Home Builders
Exposition
CONRAD HILTON HOTEL
January 20-24
1957

CARLTON Stainless Steel Sinks add

that luxurious custom look

without a penny's extra cost!



CARLTON SINKS HAVE STILL OTHER ADVANTAGES

Don't forget to tell your prospects about Carlton's straight side walls that hold up to a gallon more water; how the narrow center wall reduces splash from a swinging faucet; how the Carlton's special rubberized undercoating hushes dish clatter and reduces garbage disposer noise to a gentle purr.

The selection of the right sink for a new or remodelled Kitchen is often the difference between making and losing the sale. That's why Carlton Stainless Steel Sinks are in such demand. Costing not a penny more than most ordinary cast iron sinks, they offer housewives *extra exclusive advantages.* Such features as Carlton's exclusive sparkle finish that actually *improves* with use; no surface enamel or plating that can chip or crack; no chance of rust or stain. Keeping a Carlton Stainless Steel Sink spotlessly clean is as easy as washing a glass! . . . And there are savings for you, too, in Carlton's lesser weight (the double sink bowl shown above weighs only 17 pounds!) which makes quick installation easy.

Write today for Catalog 145 and the name of our nearest distributor. Carrollton Manufacturing Company (Sink Division), Carrollton, Ohio.

Guaranteed by Good Housekeeping
REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN

The bright spot in your kitchen

CARLTON STAINLESS STEEL SINKS

OPERATION HOME IMPROVEMENT
Better Your Living

light for living
AHLI

brighten your homes with

decorative lighting by virden

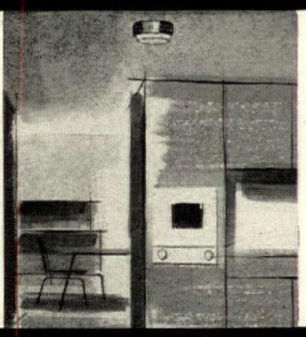
Let the magic of Virden's smart new fixtures help sell your new homes. Use them to glamorize dining areas, to add cheer to kitchens, to brighten your hallways and entrances. Available in black, brass, copper and polished aluminum, you'll find a Virden fixture to add just the touch you need. Your Virden distributor has them in stock now. Or write to John C. Virden Company, Dept. J-1, 6103 Longfellow Avenue, Cleveland, Ohio.

Going to the NAHB Show?

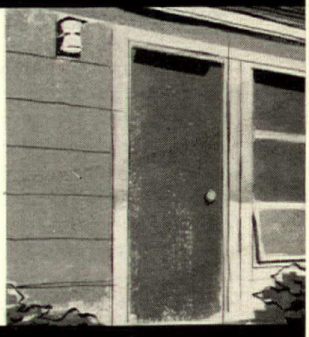
Stop in our Booth No. 351 at the Conrad Hilton. Let us show you the latest in residential fixtures!

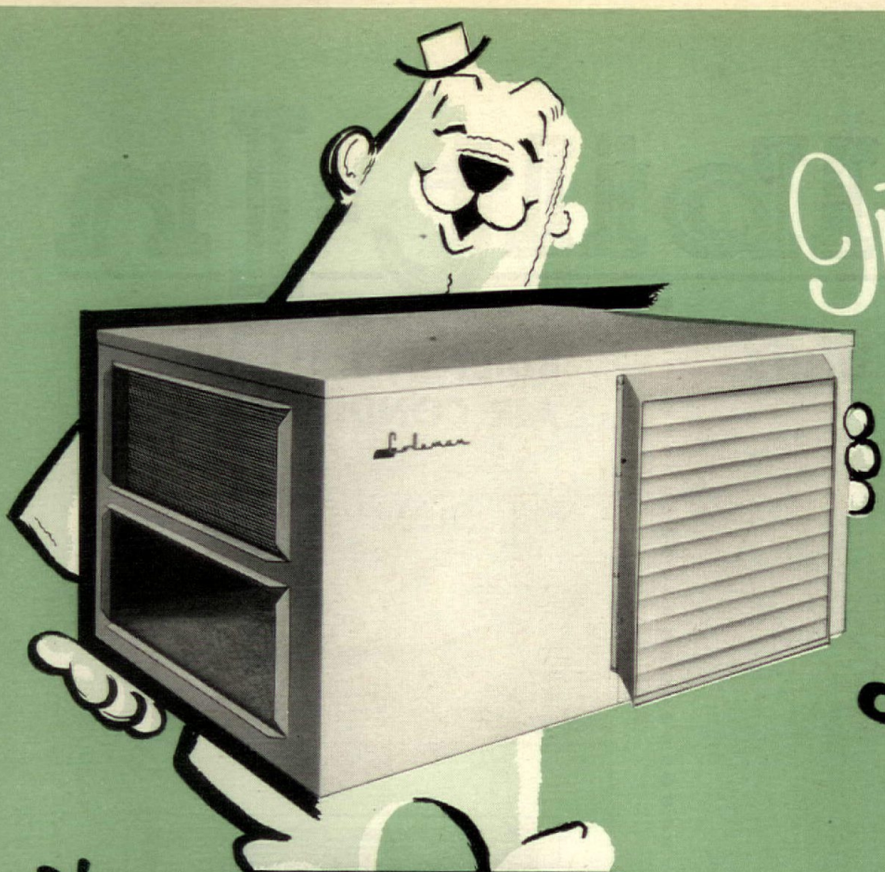
VIRDEN Lighting

A touch of the future today. A 150 watt bulb inside the frosted glass lights every corner of your kitchen. Tiny, sparkling holes in the brass, copper or aluminum metal twinkle and shine for that star-studded look.



Sign of welcome. This smart, modern outdoor fixture by your front door lets everyone know of your discriminating good taste. Frosted glass held to the flat black plate by a gleaming brass band.





Introducing the newest in waterless central cooling

New Coleman® POLAR-PAK

Cools whole house from any spot in it! From outdoors, too!

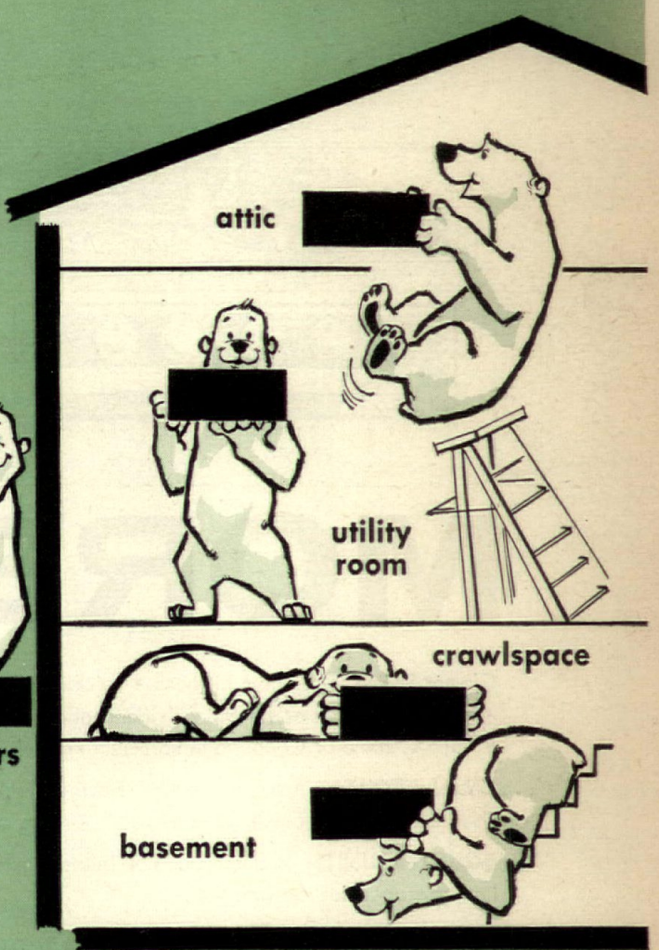
Here is central cooling that gives extra sales value to your homes out of all proportion to the low cost.

Exclusive! ONLY Polar-Pak has the blower capacity to give truly satisfactory cooling when installed with existing heating systems. ONLY Polar-Pak meets the requirements of the exclusive Blend-Air pipe system. That's why Polar-Pak can be installed in any part of the home where it can be connected to the heating ductwork. And no plumbing connections are needed.

Also can be installed with prefabricated or conventional ducts.

Exclusive! ONLY Polar-Pak ventilates as well as cools! When you install Polar-Pak in your homes, you give your buyers "three season" comfort. Cooling, dehumidifying and filtering in summer . . . ventilation for spring and fall. And Polar-Pak is actually TWO cooling units in one. Turned to "Low Cool", just one system works. On "High Cool", both systems operate. Saves operating costs! Available in 2 and 3½ H. P.

Check Sweet's catalog or mail coupon below.



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Tell me more about Polar-Pak—and how it can add value to the houses I build.

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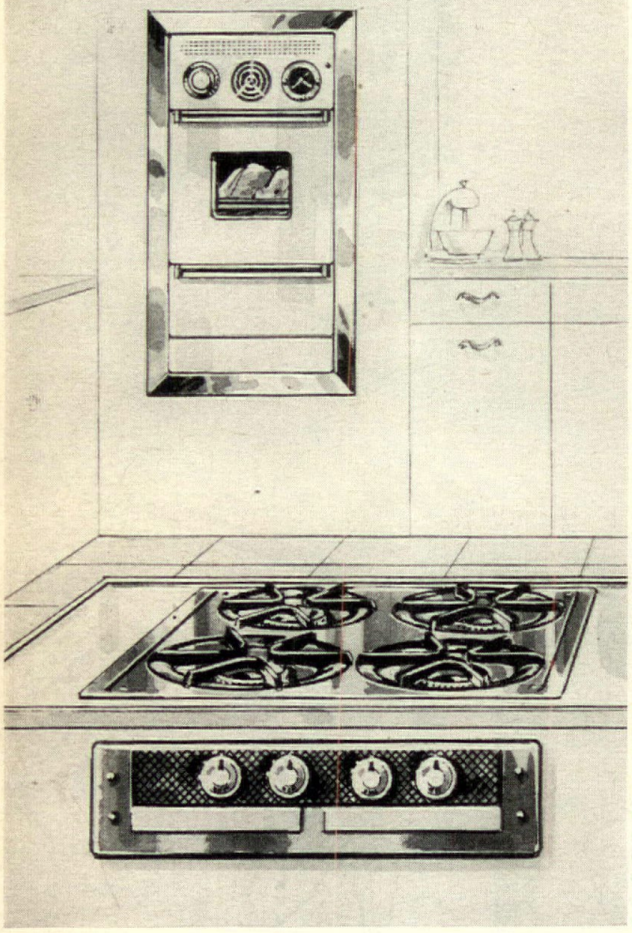
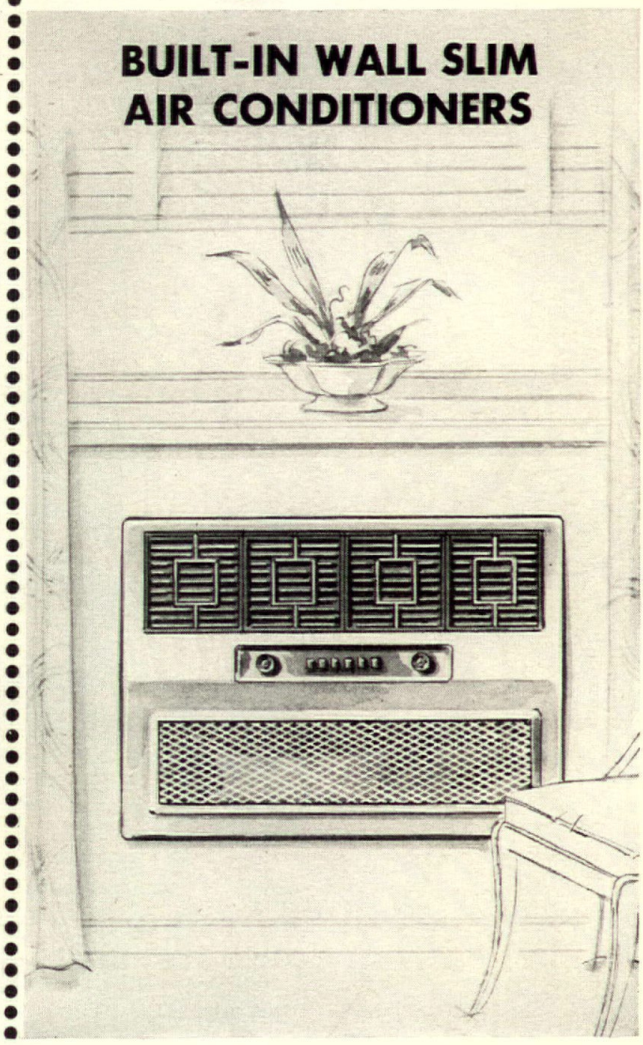
Welbilt-In

BUILT-IN RANGE UNITS



BUILT-IN WALL SLIM AIR CONDITIONERS



MORE FOR THE BUILDER'S DOLLAR...

Glamor Styling for Custom Kitchens • quick installation • lowest cost • gas or electric with identical dimensions • Satin Chrome or Coppertone Porcelain Enamel

OVEN BROILER Automatic ovens, Electric clock, 4 hour timer, Kleer-Vue oven windows

COUNTER UNITS 2 burner and 4 burner units, 4 burner drop-in section with flush rim

Room cooling *built-in* where you need it — in one or more rooms.

Lowest cost air conditioning. Requires no duct work or extra space. Complete unit installs directly in wall. Only 16" deep.

Flush to wall inside and outside • Cools, filters, dehumidifies, ventilates, exhausts and heats

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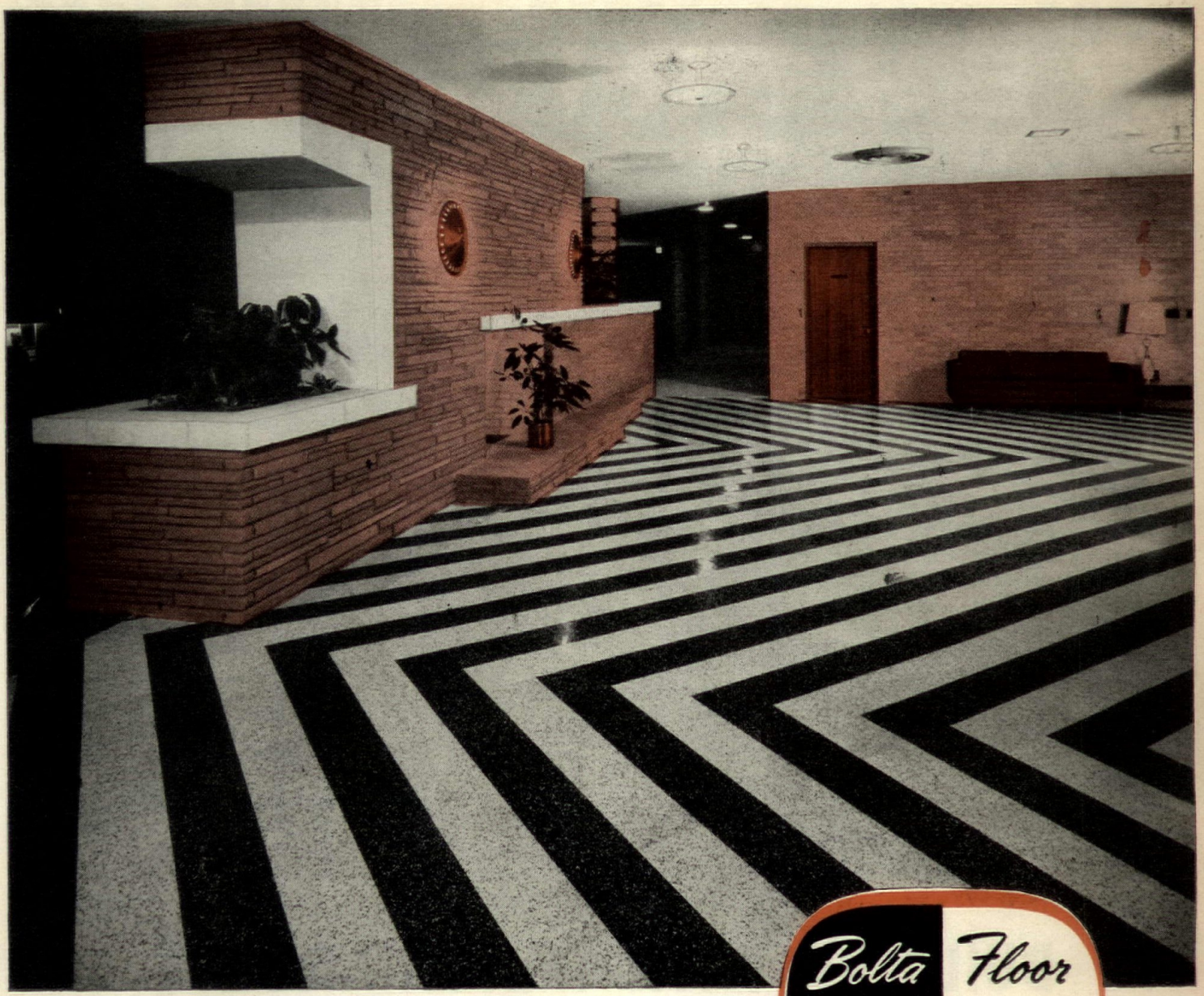

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4 Important Reasons Why *Homogeneous Vinyl* Bolta-Floor is being specified

1. Bolta-Floor offers unlimited design opportunities to residential, commercial and institutional interiors. It is superior in quality, more versatile in color and style. Demand this beauty.

2. The high vinyl content and fully homogeneous construction of Bolta-Floor guarantees a lasting lustre that resists scuffs, stains and wear. It's non-porous... is unharmed by water and detergents.

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4. Bolta-Floor has dimensional stability... will not chip, crack, peel or shrink. It retains its original beauty year after year, even in heavy traffic areas. Demand quality! Specify Bolta-Floor.

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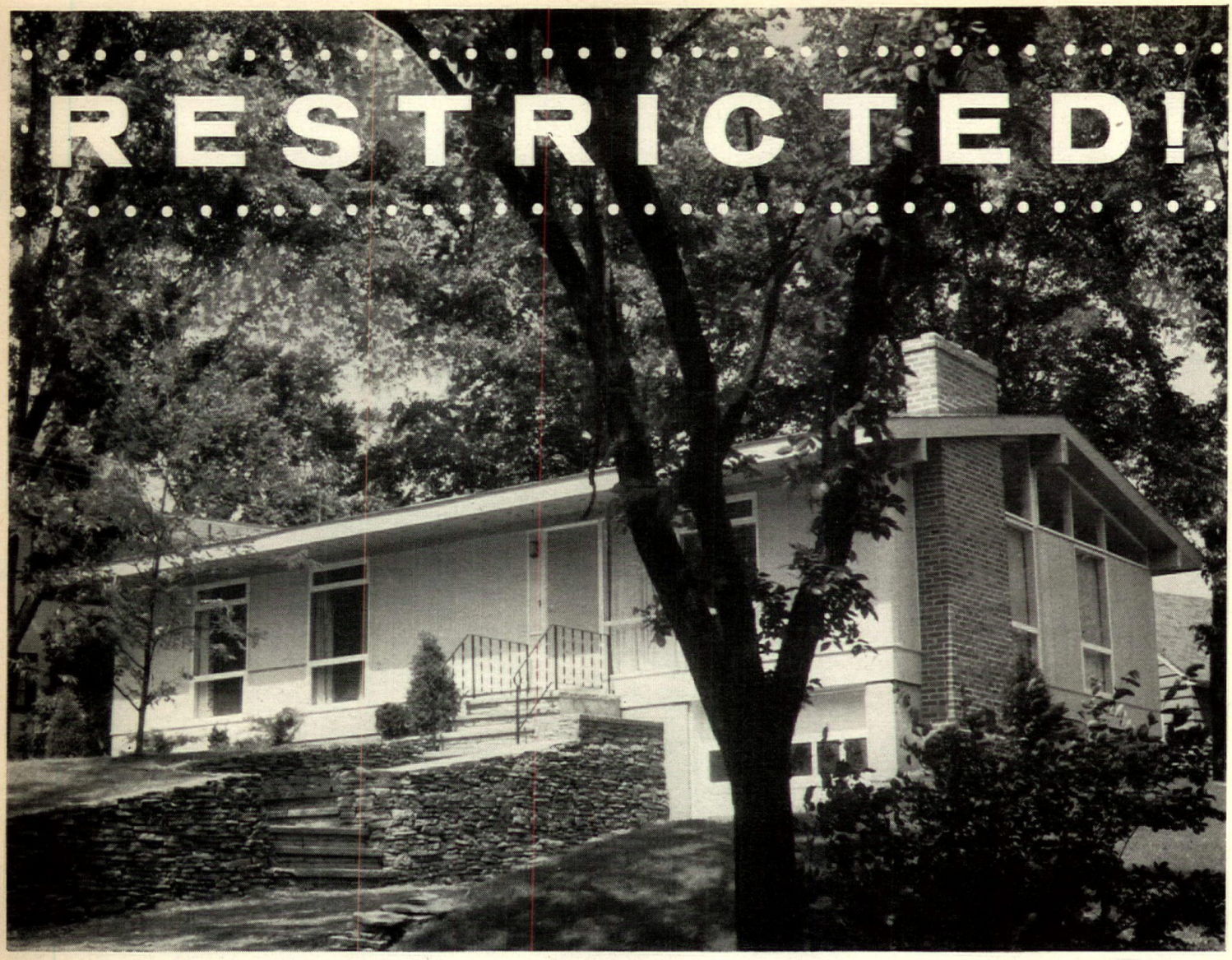

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Richmond Homes has a new contemporary line of homes which you'll be proud to erect in the finest areas of your town. But, Richmond wants dealers with ingenuity and imagination for these homes. Each Richmond Contemporary is designed to permit you, the builder, to add the special touches – your own embellishments to make an even more personalized home.

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Your most important customer . . . Mrs. Housewife . . . prefers the wonderful peace of mind and worry-free cooking she will enjoy with Roper "Tem-Trol" automatic top burner. No burning . . . no scorching . . . no boil-over. The Roper name is her assurance of finest quality. It signifies top value, and helps you sell houses faster. Send for details today.

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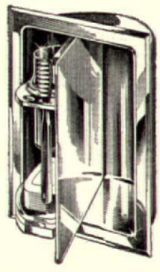
Hall-Mack's *enduring beauty* makes *lightwork* for everyone

Here's bathroom beauty without upkeep... Hall-Mack's beautifully chrome plated accessories make light work for everyone—add sparkle to each bathroom. With Hall-Mack, homeowners enjoy so many conveniences—so many modern features that lift any bathroom out of the ordinary.

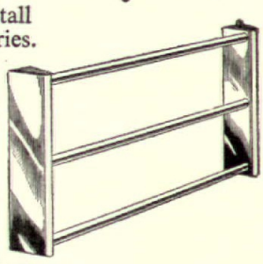
There are several complete lines of matched accessories in a wide variety of original designs and ideas—to blend with any bathroom style or budget... their gleaming chrome finish gives years of wear with *only* minutes of care.

With Hall-Mack, you're sure to find a style and size which will best suit your taste and needs. When planning, modernizing or building—install Hall-Mack for the finest in bathroom accessories.

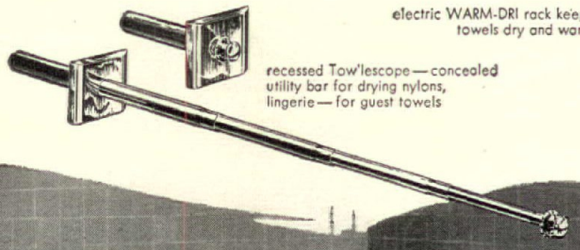
concealed Lavatory unit, revolving door hides soap, tumblers and brushes



electric WARM-DRI rack keeps towels dry and warm



recessed Tow'lescope—concealed utility bar for drying nylons, lingerie—for guest towels



Bathrooms really shine with

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bathroom accessories in sparkling *chrome!*

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☐ Please send your FREE color booklet of new bathroom ideas.

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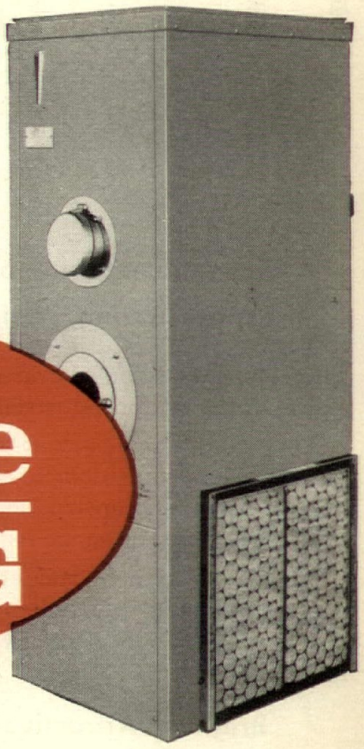
IT REDUCES COST OF CONSTRUCTION.....



Kausline HEATING

... IT INCREASES VALUE OF HOMES YOU BUILD!

Sounds impossible but KAUSTINE HEATING is doing it for builders every day and here's how:

FIRST . . . KAUSTINE QUALITY is nationally recognized . . . *you can't buy better warm air heating at any price.*

SECOND . . . KAUSTINE Engineering and Factory Assembly cut your installation costs . . . compact design saves valuable floor space, and . . . KAUSTINE furnaces are competitively priced.

THIRD . . . You offer exacting prospects a heating plant second to none in economy, efficiency and long life.

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OIL-FIRED HIGH BOY
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A complete line of warm air units for every type of installation. Oil-fired models delivering from 75,000 to 250,000 B. T. U.'s. Gas-fired models delivering 64,000 to 90,000 B. T. U.'s. Every KAUSTINE furnace is backed by a 10-year warranty.

KAUSTINE QUALITY SERVICE SATISFACTION

Kausline FURNACE & TANK CORP.
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TOPS IN QUALITY

There is a Kausline Furnace or Winter Air Conditioner for every type of home

ITEM: ALUMINUM

that raises and stores like a

A dramatic example of the versatility of Kaiser Aluminum in meeting the weight-saving, space-saving, maintenance-saving design requirements of industrial architecture

This rolling door demonstrates many of the advantages aluminum offers for industrial architecture.

For example, it weighs *only one-third as much* in aluminum as the same door in steel, Yet, the Kaiser Aluminum used in its construction meets the most exacting strength and performance requirements.

Thanks to its light weight, the door may be easily operated manually. Or, when a power-operating mechanism is used, only a lightweight, economical unit is required.

Bright . . . Attractive in Appearance

A second advantage aluminum offers for industrial architecture is its bright, natural look . . . a clean simplicity that conforms to modern design ideas. Whether concave or convex surface . . . box or flat-panel effect . . . virtually any styling gains appeal in aluminum.

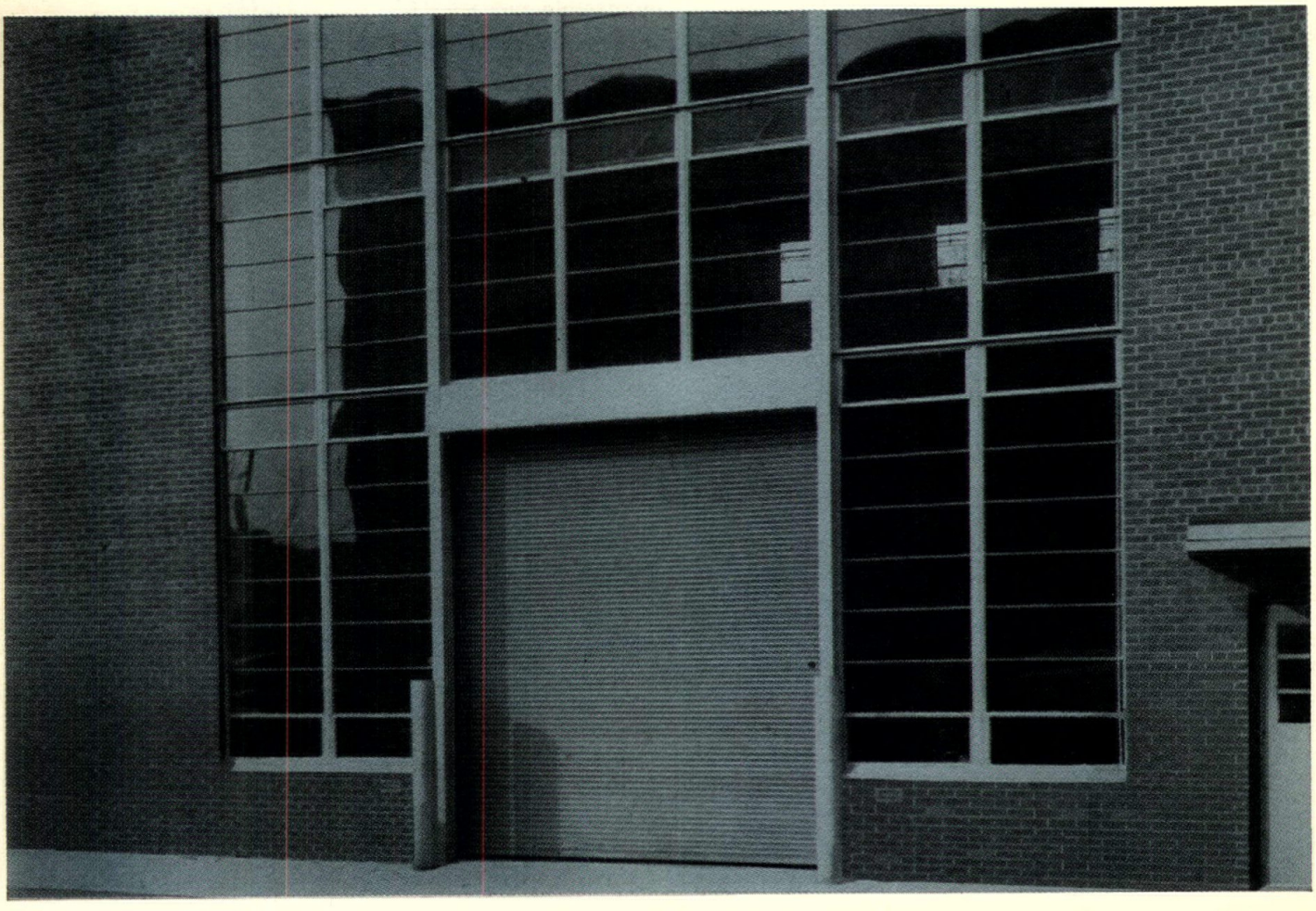
Even in simple remodeling applications, a common door *in aluminum* goes a long way toward modernizing building appearance.

Durable . . . Minimum Maintenance

Outstanding among aluminum's unique combination of useful properties is its resistance to corrosion.

Because aluminum requires no painting or rust-proofing, maintenance is practically eliminated. It resists both weather-wear and the corrosive attack of severe industrial atmospheres.

In this engineering building "rolling door," interlocking aluminum slats coil like a window shade around barrel inside compact hood located above and behind doorway.



DOOR

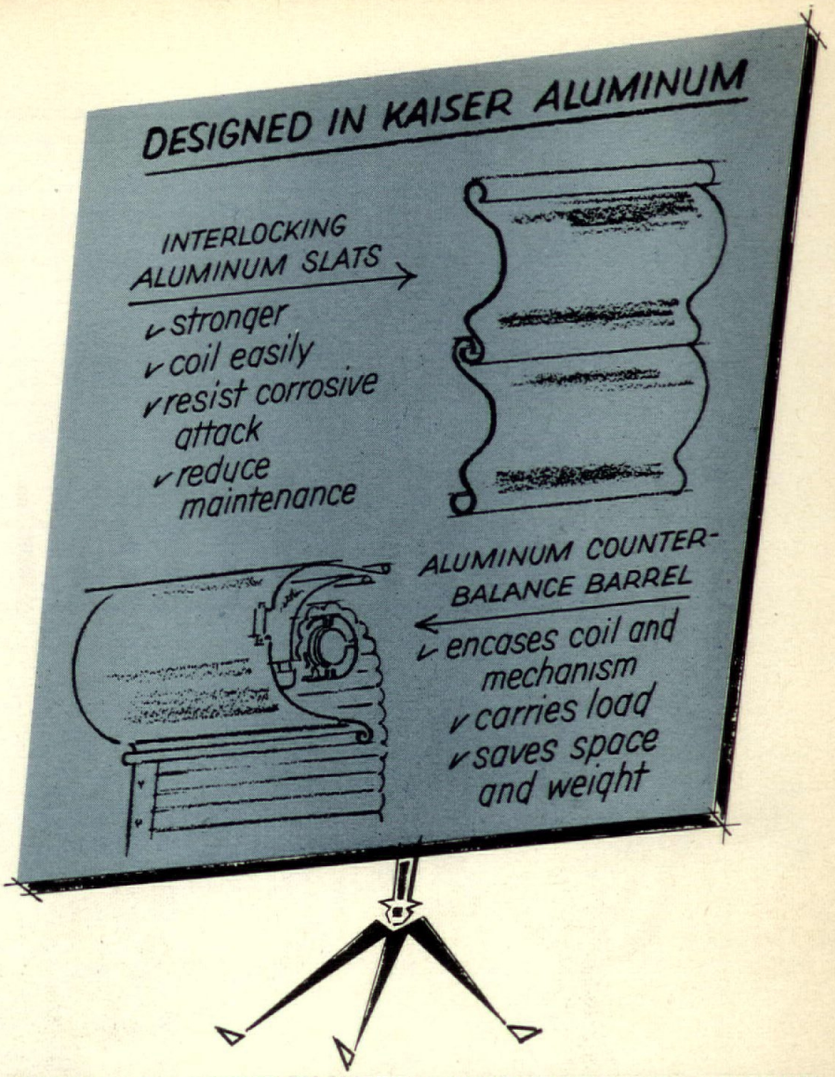
window shade

In addition to this "rolling door," many other types of doors take advantage of aluminum's efficiency and economy. The four types shown below are recommended for specific applications.

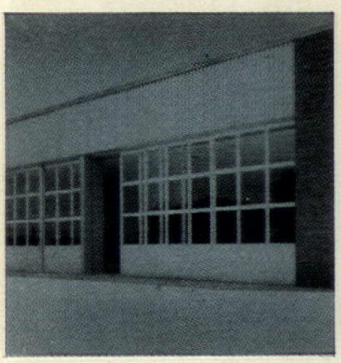
Kaiser Aluminum architectural representatives are ready to give you immediate assistance and counsel in your selection of aluminum for any architectural use.

* * *

Contact the Kaiser Aluminum sales office listed in your telephone directory, or write Kaiser Aluminum & Chemical Sales, Inc., *General Sales Office,* Palmolive Bldg., Chicago 11, Ill.; *Executive Office,* Kaiser Bldg., Oakland 12, Calif.

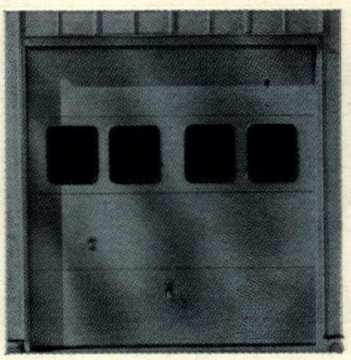


THESE DOORS ARE TYPICAL OF MANY NOW BEING PRODUCED AND OFFERED BY MANUFACTURERS USING KAISER ALUMINUM

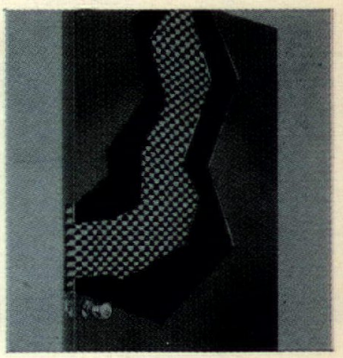


Sliding Doors of aluminum tubes and aluminum sheets roll sideways into compact pockets to allow maximum unrestricted indoor-outdoor space use.

Entrance Doors of aluminum assure lasting strength and beauty . . . will never rust . . . cannot warp . . . require virtually no maintenance.



Overhead Doors of aluminum permit flush exterior design with strength and simplicity that assures trouble-free performance in all climates.



Flush Doors of embossed aluminum facings laminated to hardboard and honeycomb core are built on high-strength extruded aluminum frame.

Kaiser Aluminum

See "THE KAISER ALUMINUM HOUR." Alternate Tuesdays, NBC Network. Consult your local TV listing.

KAISER ALUMINUM ARCHITECTS' SERVICE
919 N. Michigan Avenue, Chicago, Illinois

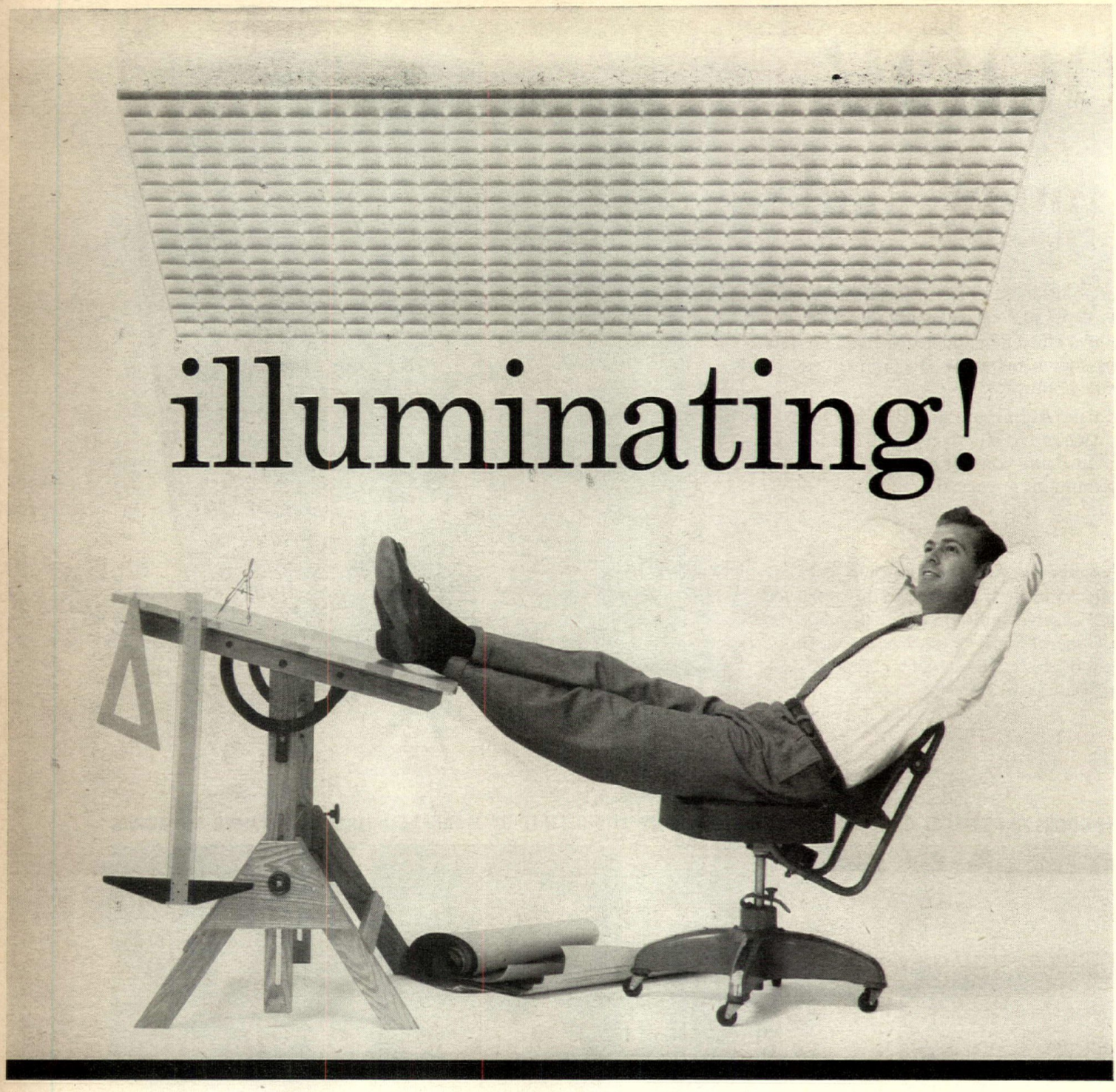
☐ Please send names of suppliers of aluminum doors. I understand there is no obligation for this information.
☐ Please have your Architectural Representative call.

NAME_____

ORGANIZATION_____

ADDRESS_____

CITY & STATE_____



illuminating!

Styrene plastic louvers spark fresh ideas for decorative lighting effects

The emphasis that architects place on lighting as a source of beauty as well as function is speeding the development of many new fixtures with wide design flexibility.

The most adaptable of these fixtures are made of styrene plastic. For example: American Louver Company's (Chicago) "egg crate" louvers, made of Monsanto Lustrex® styrene.

These translucently white louvers provide maximum light transmission with a shadowless diffusion that eliminates sight fatigue. There's a minimum of maintenance... dirt or dust won't cling to de-staticized surfaces. Styrene plastic construction resists scratching or chipping, is light in weight with high structural strength and dimensional stability. Design possibilities are many for these louvers—as individual fixtures, luminous ceilings, and in modular patterns.

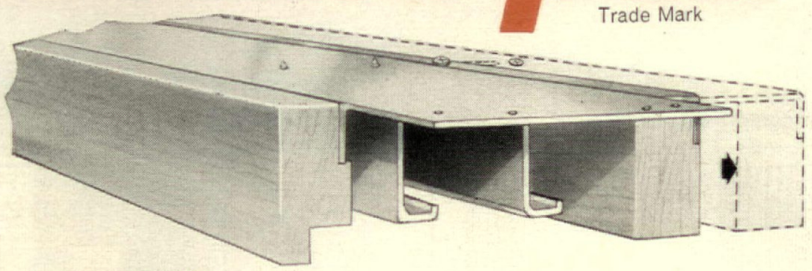
The over-all role of plastics in construction is the subject of a structural plastics engineering group at Monsanto. Architects and builders are invited to write for counsel on technical aspects of plastics for building and construction.

A New Report *"Plastics in Housing," has recently been published by the Department of Architecture of The Massachusetts Institute of Technology. The M.I.T. study was made possible by a Monsanto grant-in-aid. Copies are available at $2.00 each. Address Monsanto Chemical Company, Plastics Division, Room 512, Springfield 2, Mass.*

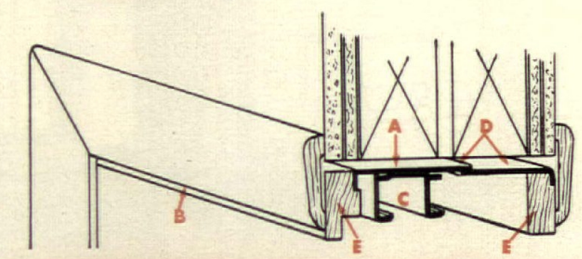
MONSANTO

NEW WARDROBE HEADER
To Be Demonstrated At N.A.H.B. Show

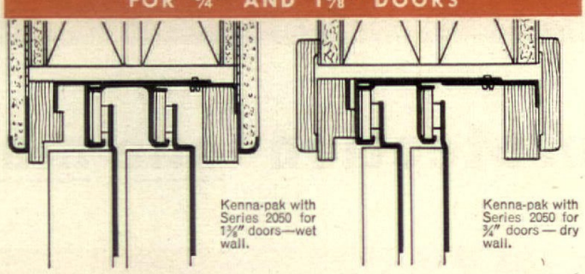
Series 1900
Kenna-pak
Trade Mark



Patent Pending



FOR ALL WALL MATERIALS 4½" — 5⅜"
FOR ¾" AND 1⅜" DOORS



Kenna-pak with Series 2050 for 1⅜" doors—wet wall.

Kenna-pak with Series 2050 for ¾" doors — dry wall.

One piece header and hardware for wardrobes using ¾" and 1⅜" sliding doors

A Steel header takes minimum headroom—eliminates fascia and cutting of doors—standardizes all door opening heights.

B Allows normal 3/16" reveal.

C Scottie 2050 hardware factory installed for 1⅜" doors. Adjustable for ¾".

D Adjustable to wall thickness: 4½"—5⅜".

E Front and rear nailing strips take any standard trim of your choice.

Kenna-pak, prefabricated adjustable wardrobe header assembly, is complete with steel header, Scottie Series 2050 sliding door hardware and wood nailing strips for wardrobes using ¾" and 1⅜" sliding doors. Completely packaged, Kenna-pak cuts labor and installation costs while adding to the beauty of sliding door wardrobe installations.

CUTS COSTS — SAVES LABOR

Parts vs. Pieces
Kenna-pak means that you work with one prefabricated piece rather than many parts, which require costly on-the-job milling and assembly.

One Man Job
Kenna-pak header unit is easily assembled to side jambs. One man can set unit in rough opening and finish job.

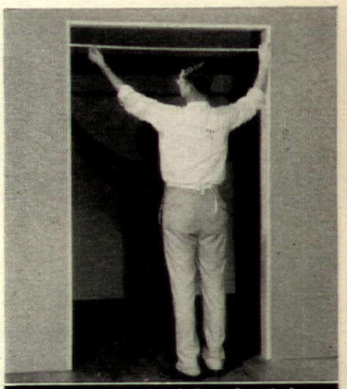
Uniform Openings
Kenna-pak means one height from finished floor for all standard openings. Eliminates costly construction of special openings. Kenna-pak is installed directly to the side jambs. No head jamb required.

Eliminates Door Cutting
Buy doors 6'8"... use doors 6'8". Kenna-pak minimum headroom allows full use of standard 6'8" doors.

ADDS TO BEAUTY OF INSTALLATION

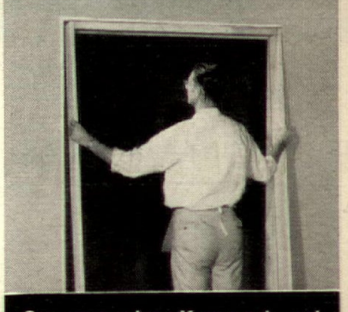
Eliminates Fascia
Kenna-pak is the long sought for answer to the fascia problem. The trim of your choice is nailed directly to Kenna-pak wood nailers. Leaves a normal 3/16" reveal to harmonize with other openings. Hardware is completely concealed even before the trim is applied.

Same Trim Height
With Kenna-pak, wardrobe height matches passage doors. Same trim height inside and outside wardrobe.



Kenna-pak steel header takes minimum headroom. Eliminates fascia and cutting of doors—standardizes all door opening heights.

Adjustable Kenna-pak is nailed flush with side jambs.



One man raises Kenna-pak and jambs into place.

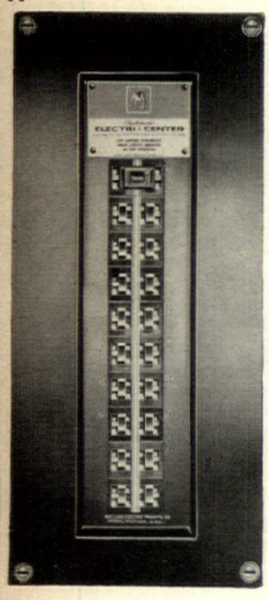
With Scottie Series 2050 hardware set to doors a neat installation is completed.

● **SERIES 1900** for standard jambs.
SERIES 1950 for adjustable jambs.

KennatracK®
CORPORATION
A SUBSIDIARY OF EKCO PRODUCTS COMPANY
ELKHART, INDIANA
In Canada: Kennatrack Corp., (Canada) Ltd., 417 A Birchmount Rd., Toronto

Now! Over-all electrical protection–one main

A



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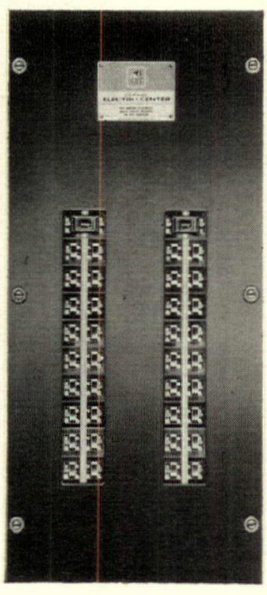

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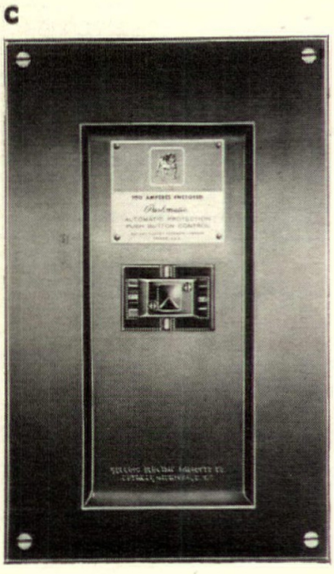
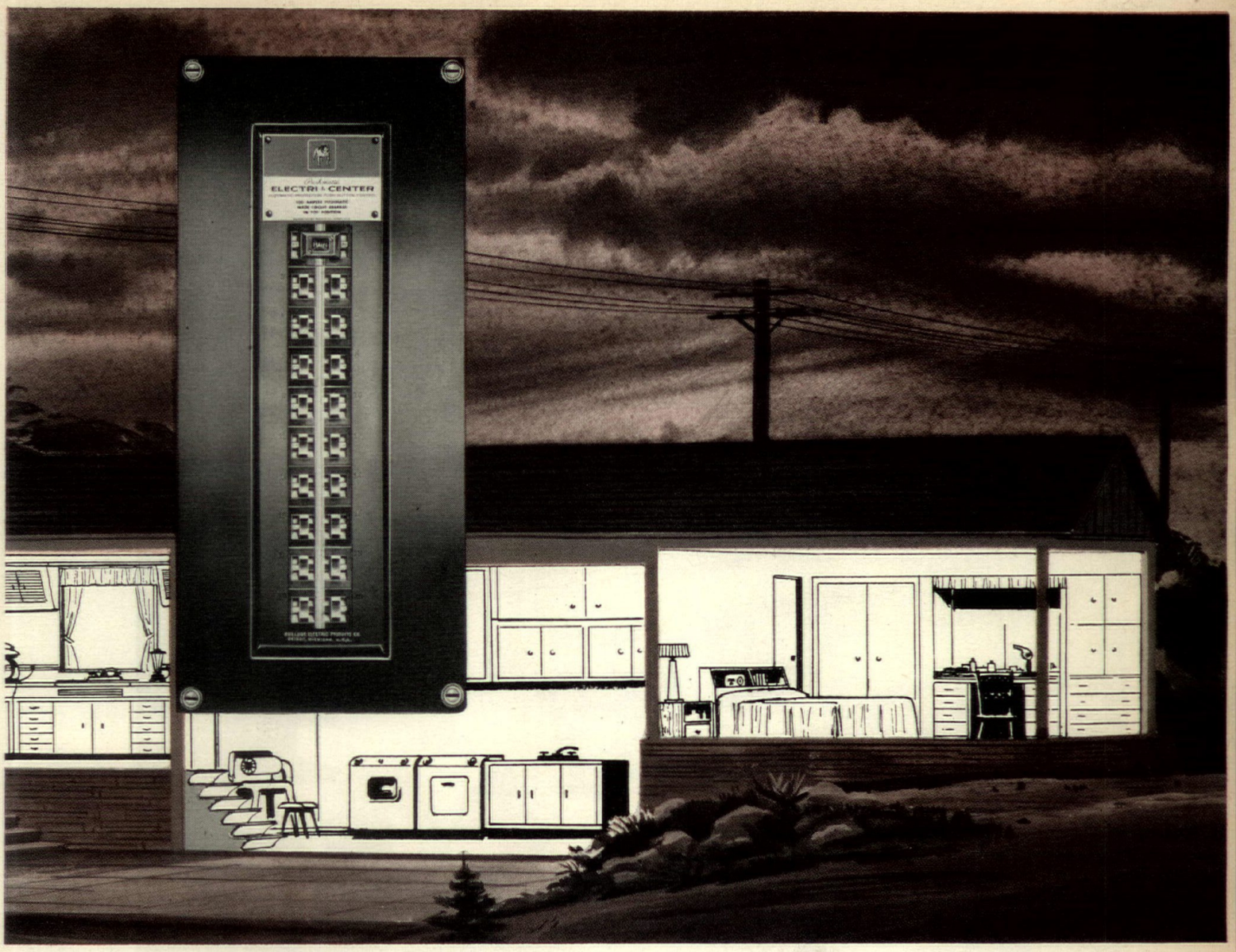


A. Single-row panels feature one factory-installed main disconnect... are available in capacities of 70 or 100 amps with space for 12 or 18 circuits.

B. Double-row panels feature two factory-installed 70- or 100-amp main disconnects for 140 or 200 amps capacity ... with space for 24 or 36 circuits.

C. Separate 70- or 100-amp enclosed Pushmatic main disconnects are used when the branch-circuit panel is located at any distance from the service entrance. (Figure "C" shown blown up for clarity.)



disconnect for every 100 amps of service

New 70- and 100-amp Pushmatics bring Safer Electrical Living!

It's here . . . maximum protection for service entrance conductors! . . . maximum protection for all branch circuit wiring! . . . maximum protection for lamp and appliance cords!

This *over-all* protection for everything electrical in the home is made possible and *practical* with the new 70- and 100-amp Pushmatic circuit breakers. Here's why:

The new main disconnect breakers for every 100 amps of service prevent overloading of service conductors. The thermal bi-metal operation of Duo-Guard Pushmatics® prevents overloading of branch circuit wiring. The exclusive solenoid-magnetic operation of Pushmatics gives maximum protection against short circuits caused by faulty cords. You get it *all*—plus push-button convenience. Call your electrical contractor. © BEPCO

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ELECTRIC PRODUCTS COMPANY

This water closet does not disturb your peace of mind

The famous Case *time-tested Non-Overflow One-Piece* water closet with the whispering flush... produced in 32 decorator colors and sparkling black and white. Ask your* Case *wholesaler or write:*

*PATENTED

CASE MANUFACTURING CORPORATION

33 MAIN STREET, BUFFALO 3, NEW YORK

"Berns Air King push-button hoods and twin blowers *have been a contributing factor in selling our homes."*

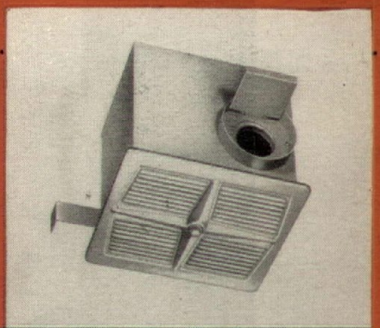
Charles M. Edwards, Pres.
Edwards Construction Co., Inc.
Chicago, Illinois

Like so many other leading builders and contractors, Mr. Edwards has found the beauty, and outstanding performance of Berns Air King Hoods and Fans of real help in selling home prospects. Berns Air King Hoods combine push button convenience and many other advanced features in a complete selection of models for every type of installation. Put the extra "sell" of Berns Air King Ventilating Range Hoods in your kitchens—at no extra cost.

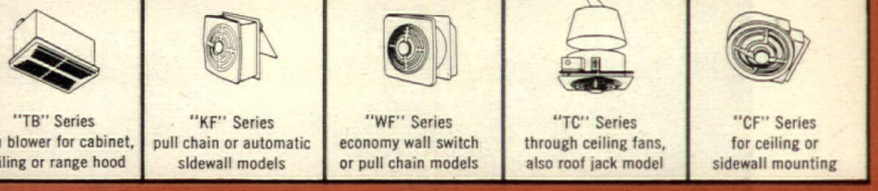
BERNS AIR KING BATHROOM VENTILATING FANS

are more attractive, more efficient, cost less

In appearance, in performance, in value, there's no bathroom fan to equal Berns Air King. The beautifully styled grills are triple plated chrome to resist the effects of heat and moisture, stay sparkling new for years. Continuous duty, waterproof motor and pressure blower blade insure quieter, more efficient service for years. 115 CFM. Can be exhausted into attic, between joists or out a sidewall. Extension arm allows installation without heading in. Full 5 year guarantee. Model BF4C . . . List price $24.75.



BOOTH 360
NAHB Show
Hilton Hotel



"TB" Series twin blower for cabinet, ceiling or range hood

"KF" Series pull chain or automatic sidewall models

"WF" Series economy wall switch or pull chain models

"TC" Series through ceiling fans, also roof jack model

"CF" Series for ceiling or sidewall mounting

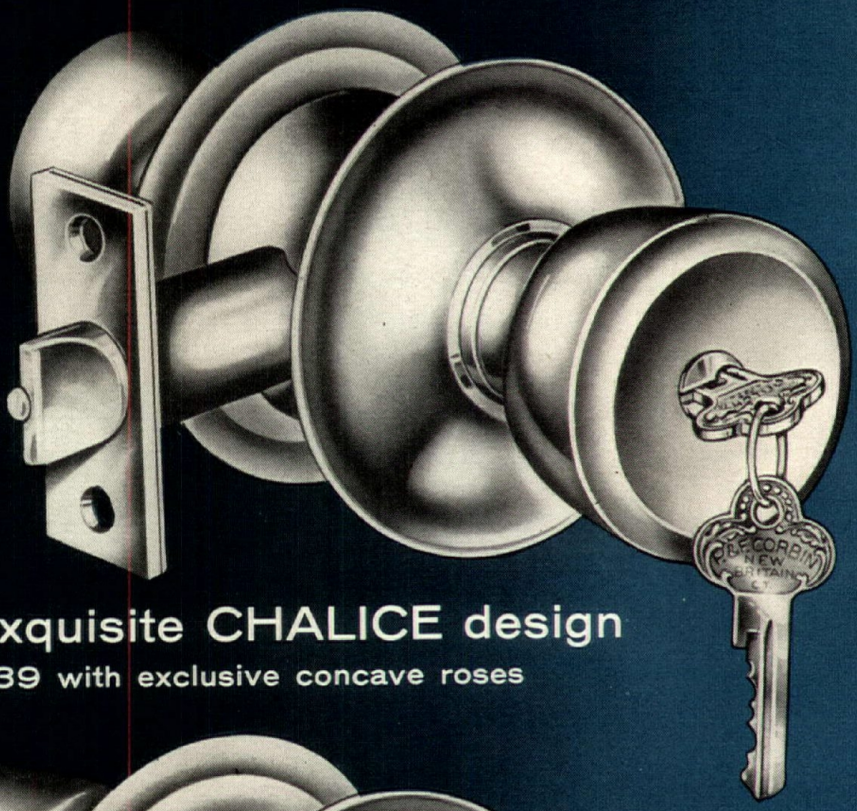
Air Berns King

Write for Free Complete Kitchen Fan and Ventilating Range Hood Catalog

BERNS AIR KING CORPORATION

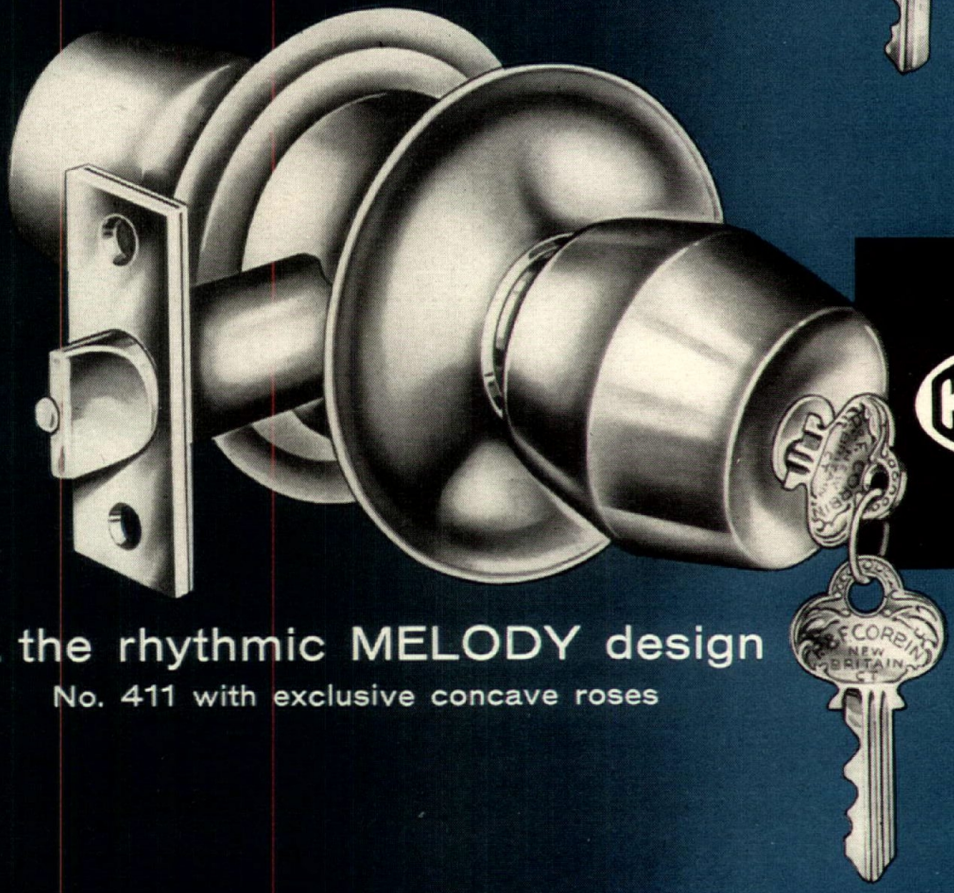
3050 NORTH ROCKWELL STREET, CHICAGO 18, ILLINOIS

Dramatic New Styling



. . . the exquisite CHALICE design

No. 439 with exclusive concave roses



CORBIN

. . . the rhythmic MELODY design

No. 411 with exclusive concave roses

for the Corbin **Defender!**

Today's outstanding luxury lock in the medium price range is more luxurious than ever! The CORBIN Defender now offers brilliant new styling — 2 new, refreshingly different lockset designs, 7 sparkling new rose designs, and a new, richly-styled auxiliary handle. Supplementing the Defender's original 4 lockset designs and auxiliary roses, these brand-new additions provide practically limitless door-styling possibilities.

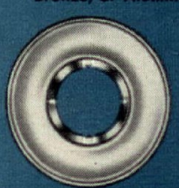
The Defender gives extra quality in every detail of operation, too. For example, exclusive Velvet-Glide Action — the velvet smooth motion of the latch retractor moving on precision ball bearings. Like the CORBIN Guardian, today's leading low-cost lock, the Defender brings unsurpassed styling and performance to its price range. Both locks are premium products in the CORBIN Pacesetter Line — the complete modern line that provides *everything* in door hardware.

New POLARIS Trim — 10 x 7½"
Cast Brass, Bronze, or Aluminum

New SUNBURST Trim
7 x 4½" Cast Brass,
Bronze, or Aluminum

New CORONA Trim
7⅛" x 3½" Cast Brass,
Bronze, or Aluminum

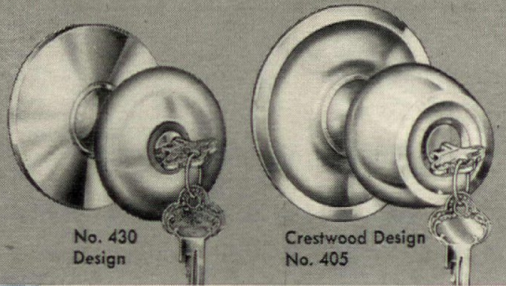
New RANCHO Trim
5⅝ x 5⅝"
(can also be used on the square) Wrought Brass,
Bronze, or Aluminum



New Round Auxiliary Rose
3¾" Wrought Brass,
Bronze, or Aluminum

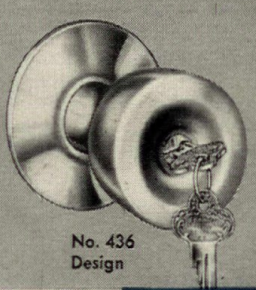
Auxiliary King-Size
Roses — 5½"
Wrought Brass, Bronze,
or Aluminum
(3 different designs)

New Auxiliary
Handle for use
with exterior
door sets



No. 430
Design

Crestwood Design
No. 405



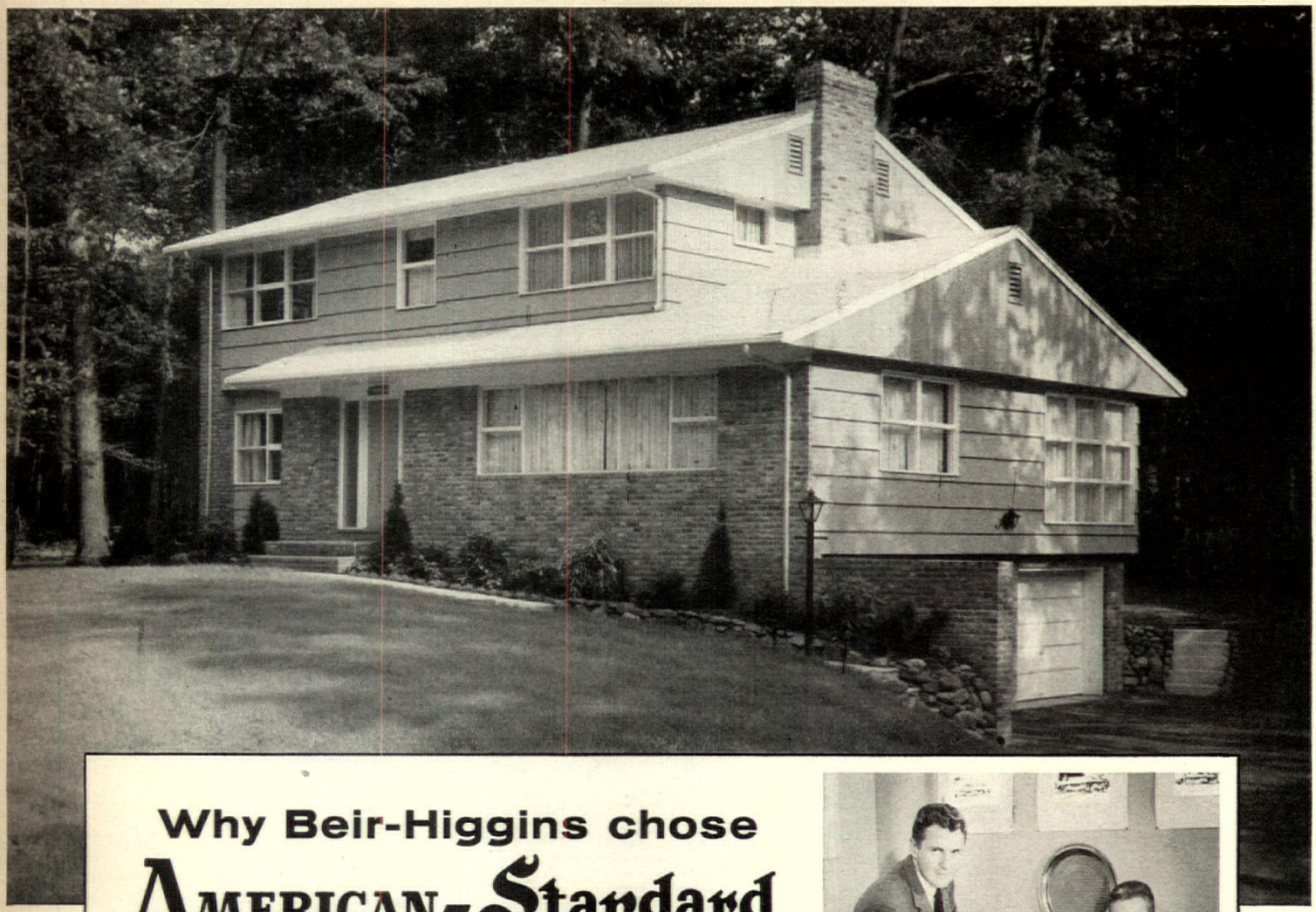
No. 436
Design

Windsor Design
No. 403

P & F CORBIN Division
The American Hardware Corporation
New Britain, Connecticut

CORBIN
The World's most widely used BUILDERS' HARDWARE

See these and other sparkling new designs in Booth 519-520, Sherman Hotel, at the NAHB Show.

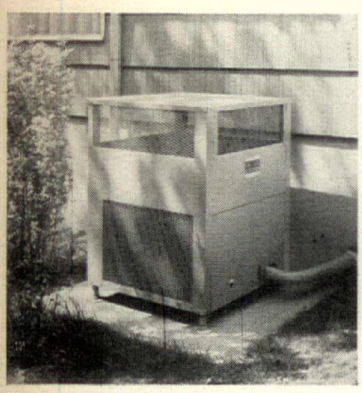


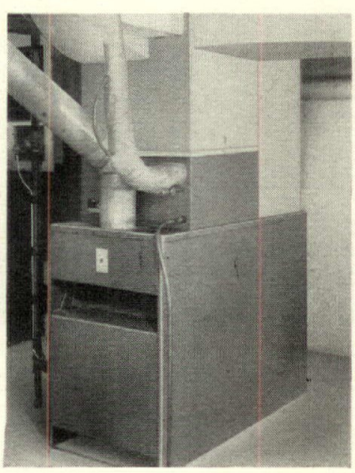
Why Beir-Higgins chose AMERICAN-Standard AIR CONDITIONING for their Award-Winning Briar Hill Homes

Richard Higgins, left, and Charles Beir, builders of luxury homes and members of NAHB.

Beir-Higgins' Briar Hill Development at Allendale, N. J. is cited by *House & Home* as one of the 57 Merit Award winners for 1957.

Chuck Beir and Dick Higgins agree: "Famous brand name equipment unquestionably makes our homes easier to sell, and so does the fact that we offer full air conditioned comfort. No home today can be considered modern unless it has central, year 'round air conditioning.





The American-Standard outdoor, air-cooled condensing unit (above) works in conjunction with an evaporator on top of the American-Standard blower-equipped furnace pictured at the right.

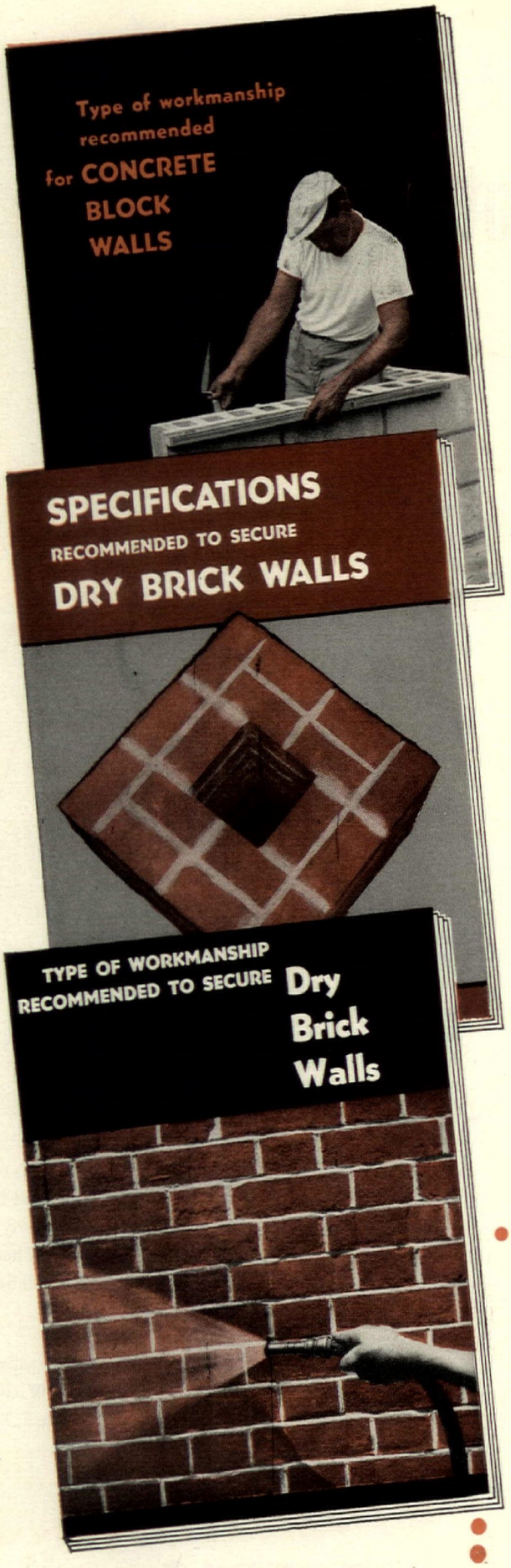
"To get the greatest impact from these two powerful selling appeals we have chosen *American-Standard* year 'round air conditioning as standard equipment for all 70 Briar Hill Homes."

The American-Standard system used by Beir-Higgins is described at lower left. This is but one of a large number of choices made possible by American-Standard's complete line, including gas-fired and oil-fired heating units, air-cooled and water-cooled summer air conditioners, and year 'round models. For specifications see Sweet's Catalog or contact your local American-Standard Air Conditioning dealer or distributor—listed in your classified telephone directory.

AMERICAN-Standard

AIR CONDITIONING DIVISION

ELYRIA, OHIO



GET THESE IMPORTANT BOOKS!

THE three books at the left are a "must" for anyone who is interested in good masonry construction. One describes the type of *workmanship* recommended to secure dry brick walls. The second describes the *specifications* recommended to secure dry brick walls. The third describes the type of workmanship recommended for *good concrete-block walls.*

Each of these books has been endorsed by foremost authorities. Each has received a citation of merit from the Producers' Council and the American Institute of Architects. Each is fully illustrated, clearly written. Each contains a wealth of really valuable information.

These books are *not* advertisements for our product, Brixment. They are published and made available to members of the building trades solely as an industry service. Mail the coupon, *today*, for your free copies.

LOUISVILLE CEMENT COMPANY, LOUISVILLE, KY.
Manufacturers of
BRIXMENT FOR MORTAR

Louisville Cement Company—Dept. HH-8
Second and Walnut Streets, Louisville 2, Kentucky

Gentlemen:

Without cost or obligation, please send me a copy of each of your three books on masonry construction.

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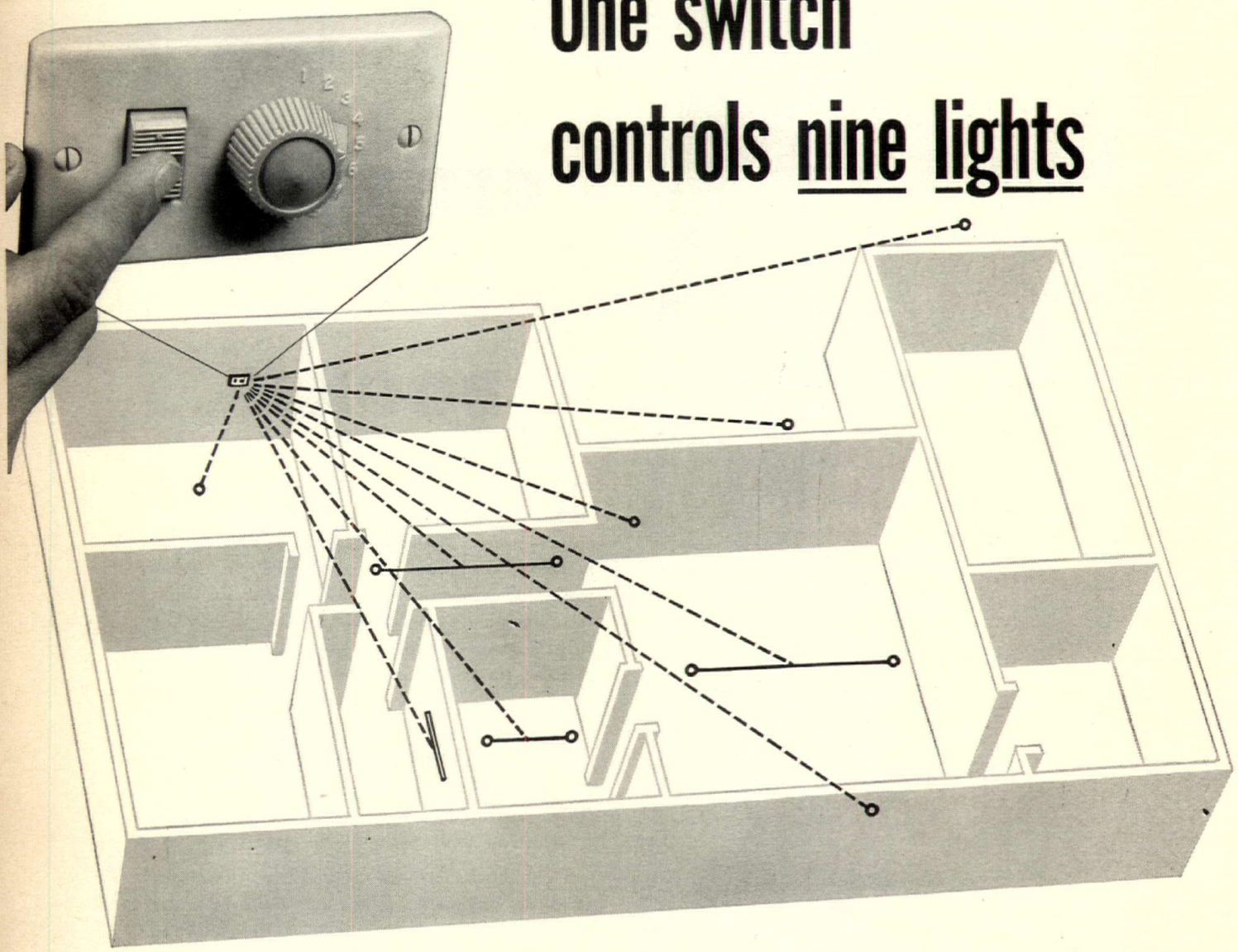
Firm_____

Street_____

City_____ State_____

Remote-Control Wiring . . .

One switch controls nine lights



Builders are getting this sales-making feature for as little as $35 per house

General Electric remote-control wiring is one of the most effective sales features that any new house can have. It offers prospective home owners safety, comfort, and step-saving convenience every hour of every day. What's more, it is a sales feature that can be *demonstrated dramatically . . .*

- by letting the prospects themselves operate the dial of a master selector switch to turn *on* or *off,* from one location, as many as nine lights anywhere in or around the house;
- or by letting them operate from several switching points an individual light or outlet.

With all its advantages, G-E remote-control wiring is economical for houses in any price range. The complete installed cost is surprisingly low — averaging throughout the country only about $35 to $70 per house more than conventional wiring. Where else can you find such a sales-building feature at such low installed cost?

• •

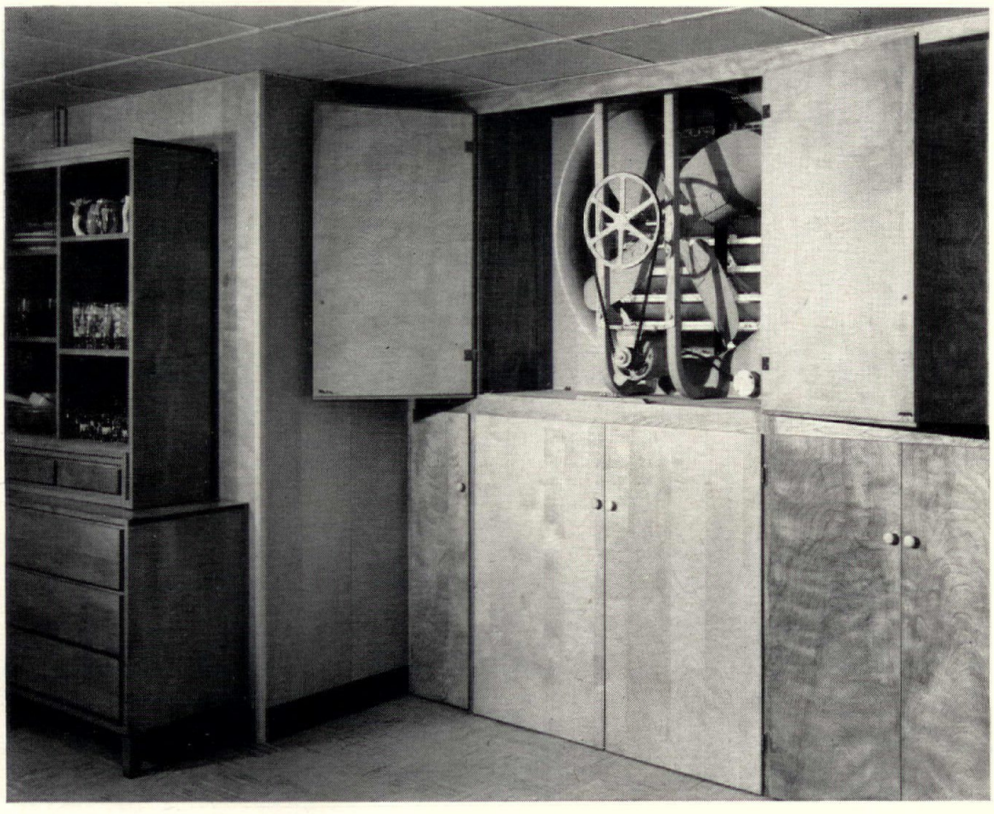
For complete information about G-E remote-control wiring, see your General Electric distributor, or write to Wiring Device Department, General Electric Company, Providence 7, R. I.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Daylight Research House puts "attic" fan downstairs for low-cost cooling

DAYLIGHT RESEARCH HOUSE, ANN ARBOR, MICH. ARCHITECT—Harris Armstrong; CONTRACTOR—Gerald Marsh; DECORATOR—Marian Stutzman Quinlan, A.I.D.; PHOTOGRAPHS—Hedrich-Blessing.



One of the most talked-about homes of the year is the Daylight Research House at Ann Arbor, Michigan. Strictly contemporary in design, it places top emphasis on comfort of occupants. This comfort is achieved, economically, by the use of an R&M-Hunter Ventilating Fan.

Novel installation in recreation room of Daylight Research House

This quiet, powerful "attic" fan is located in a sidewall of the basement recreation room. On hot summer nights it pulls air through other rooms in the house, exhausting it to the outside. Cabinet doors close to conceal the fan when not in operation.

R&M-Hunter Ventilating Fans for residential use have certified air deliveries from 5000 to 22500 cubic feet per minute and are fully guaranteed. Prices start at $125 list. Easy and inexpensive to install.

Look in Sweet's File for complete data. Consult your classified phone book for name of local distributor.

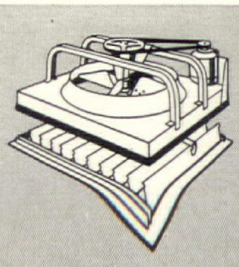
Or write HUNTER DIVISION
ROBBINS & MYERS, INC.
2400 Frisco Ave., Memphis 14, Tenn.

R & M - HUNTER

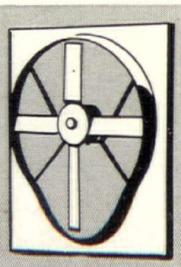
Ventilating Fans

The peak of quality

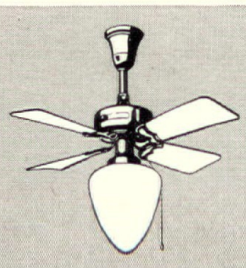
In usual installation, the R&M-Hunter Fan (package unit) is placed on attic floor with automatic shutter in hallway ceiling.



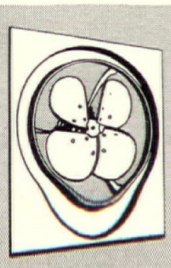
PACKAGE ATTIC FANS



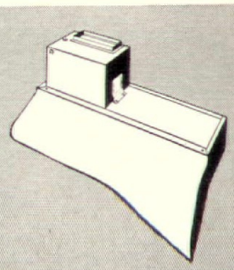
INDUSTRIAL VENTILATING FANS



CEILING FANS



COMMERCIAL EXHAUST FANS



RANGE HOOD KITCHEN VENTILATOR

NOW NEW 1957 KELVINATOR BUILT-INS PROVIDE THE POWERFUL SALES APPEAL OF COMPLETE CUSTOM KITCHENS FOR HOMES IN EVERY PRICE CLASS—SOLVE EVERY SPACE PROBLEM!

More Exclusives that Sell!—Easier and More Economical to Install!

NEW FOODARAMA '57—World's only, built-in or free standing, refrigerator-upright freezer. The one, store-easy, see-easy, reach-easy food keeper. 175 lb. true home freezer and 11 cu. ft. automatic defrosting refrigerator. Roughing Dimensions: 48¾″ Wide, 61¾″ High, 20⅝″ Deep.

NEW 1957 KELVINATOR FOOD PREPARATION CENTER Featuring the new Kelvinator Automatic Dishwashers and Food Waste Disposers, and all new Kelvinator Cabinets and Sinks.

Kelvinator Appliances in 8 Customer Approved Colors! Cabinets and Sinks available in 12 Colors!

NEW 1957 KELVINATOR COOKING CENTER WITH NEW KELVINATOR *ELECTRONIC* RANGE—New 1957 Kelvinator *Electronic* Range and conventional Built-In Electric Range with 4 Surface Unit Cooking Top and Griddle. Oven Rough Openings: 21⅝″ Wide, 24″ Deep, 25⅜″ High. Surface Cooking Top Rough Opening: 31⅜″ Wide, 19″ Deep, 8″ High.

NEW 1957 KELVINATOR LAUNDRY CENTER—1957 Kelvinator 2-Cycle Automatic Washers with the "Magic Minute," Suds Back and 3-Way Agitator. 1957 Kelvinator Super-Speed and Triple Safe Electric Dryers dry clothes fast as you can wash them.

Kelvinator

Division of American Motors • Detroit 32, Michigan

ROUNDUP

Mortgage outlook: several months more of acute pinch

Don't look for any dramatic improvement in the mortgage market, even if Congress does the unexpected and boosts VA interest to 5% to match FHA (see p. 40). Money is still too tight. Even at 5 %, FHAs are selling as low as 96½. Overall money rates are still climbing. It is possible that housing is on the verge of a major shift away from VA market dominance.

Do real estate, building face a wave of mergers?

Are economic pressures about to produce a wave of mergers in the realty and housing industry? The trend is already well underway in appliances (Dec., News) —a business far more industrialized than housing and, significantly, one of the industries which, as NAHB Research Institute Chairman Richard Hudson says, is "selling our houses for us." Says NAHB President Joe Haverstick: "There is a trend to see builders grow larger. Many smaller operators are having trouble surviving because of difficulties in financing." In real estate, say brokers, the middle-sized office is in trouble—the 6- to 15-man shop. Smaller firms thrive on low overhead. Bigger ones can afford to specialize. Already, some are merging.

Washington inside:

▸ Albert M. Cole denies that he is about to step out as HHFAdministrator (a story that has gained such currency that *US News & World Report* published it without even bothering to amplify the blunt prediction). But talk inside housing circles now focuses on who may get the nod as his successor. Meanwhile, two major HHFA jobs remain unfilled: deputy administrator and an urban renewal commissioner to succeed the lacklustre James Follin.

▸ FHA's report to Congress on "rapidly-wasting assets," due this month, will back up continuance of the package mortgage. Retailers and appliance dealers have been sniping at the scheme, but not for the real reason: it cuts them out of the profit pipeline between manufacturer and home owner. Whatever FHA reports, there is a good chance of a ruckus over the package mortgage in Congress this session.

Why builders still balk at trade-in plans

Though some realtors and a handful of home builders have been notably successful in house trading, trading is winning only slow acceptance (see p. 49). Why aren't builders trading? Most common reasons: they don't want to be bothered; they're afraid of getting stuck with a trade-in house; tight money discourages them from starting a program which would involve financing two houses in one deal and for only sure profit. But one Detroit realtor figures trading has added 30% to his gross, besides returning a tidy 13.7% to a fund set up largely by his employes to finance temporary mortgage acquisition on trade-in homes.

Lumbermen cheered by big turnout for third exposition

Lumber dealers are so happy over their third annual exposition (see p. 64), they are predicting they will eventually have a bigger show than NAHB's. This year's NRLDA exposition had 200 exhibitors, up 25% from last year. It covered 180,000 sq. ft. of space in Chicago's International Amphitheater. Crows Phil Creden, chairman of the exposition committee: "Our third show is bigger than NAHB's eighth."

Windfall cost quiz hits military housing

FHA has cracked its court-fashioned windfall whip over military housing. On Nov. 1, the agency quietly demanded construction cost data from owners of 250 projects built under the defunct Wherry Act. This was the same tactic FHA had used to gather data to sue for recovery of windfalls under Sec. 608. Unsurprisingly, only a little over half the Wherry operators replied. In mid-December, FHA abruptly set out to seize control of five non-replying projects: Pate Manor, Dayton, Ohio; Stone River Homes, Rutherford, Tenn.; Randolph Village, Randolph AFB, Tex.; and Billy Mitchell Village and Lackland Village, San Antonio. Specifically, FHA ordered the owners to call a meeting of preferred stockholders (i.e. FHA aides) to elect new directors. FHA's right to take over if project owners refuse such data was upheld in a test case last year. FHA said it was not accusing the five project owners of "improper use" of mortgage proceeds; it just wants to compare costs with the mortgages.

NEWS continued on p. 40

THIS MONTH'S NEWS

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Boeckh housing costs...p. 68

The solid-color daisy-petal insets in this Spatter® Linoleum floor, show how simply a special decorative effect can be achieved. Your flooring contractor can create dozens of interesting designs at little extra cost with Armstrong design templates.

The Linostrips® in this floor of Armstrong Royelle® Linoleum were inspired by the design of the "working wall" of this modern kitchen. One-inch-wide Linostrips are inexpensive, easily installed, and are available in many beautiful accent colors.

Small flooring extras can

Here's a unique floor design that didn't use an extra inch of material. Two contrasting Armstrong Floors were installed in an open-plan area. Circles were cut out of each floor and interchanged. A simple yet effective trick to attract prospects.

Extra interest and individuality can be given to resilient tile floors by the use of feature strips along with regular 9″ x 9″ tiles. These low-cost strips can be used with Armstrong Excelon Tile to create decorative plank and flagstone effects.

Instead of running sheet flooring straight across the room, have your flooring contractor cut and turn it for extra interest. This design in Armstrong Decoresq® Corlon is a good example of how custom styling can be achieved at very little extra cost.

Today's home buyers are on the lookout for extra features that will distinguish their new homes from ordinary, run-of-the-mill houses. One of the least expensive ways to make your interiors stand out is to incorporate simple "custom" features in the floors. Here are just a few ideas, worked out with Armstrong Floors, that can give houses eye-catching sales appeal at a very little extra cost.

The Armstrong Bureau of Interior Decoration will gladly help you or your color consultant create handsome flooring extras for your model homes.

Because people associate the name Armstrong with top flooring quality, you'll want to feature your Armstrong Floors in your advertising and draw attention to them in your model homes. Ask your flooring contractor or Armstrong Architectural-Builder Consultant for these merchandising aids: special floor offer for demonstration homes, floor identification tags for every room, flooring literature imprinted with your name, newspaper ad-mats and slugs, radio and TV commercials, and sales pointers for salesmen. Or write Armstrong Cork Company, Floor Division, 1601 Sixth Street, Lancaster, Pennsylvania.

make a big impression

Flooring extras . . .

A merchandising idea from the Armstrong Architectural-Builder Service to help sell homes faster, more profitably.

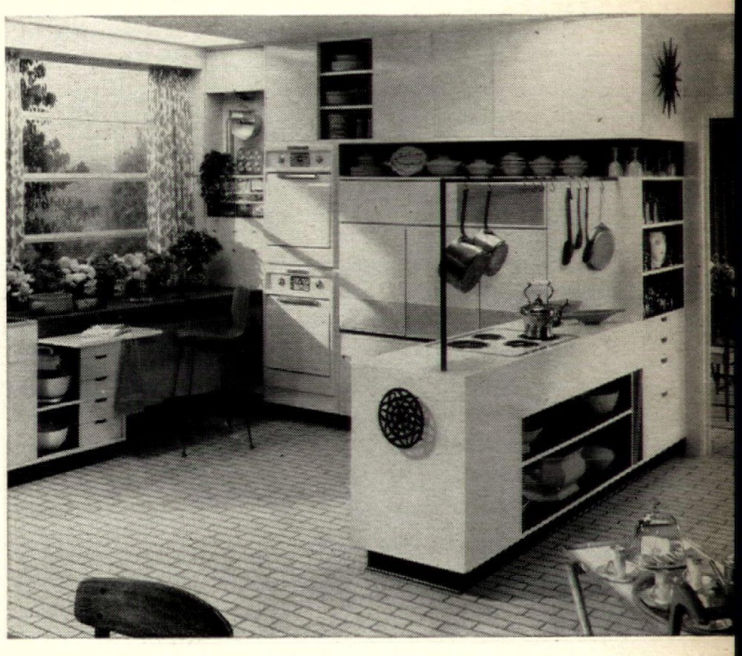
Armstrong

THE MODERN FASHION IN

FLOORS

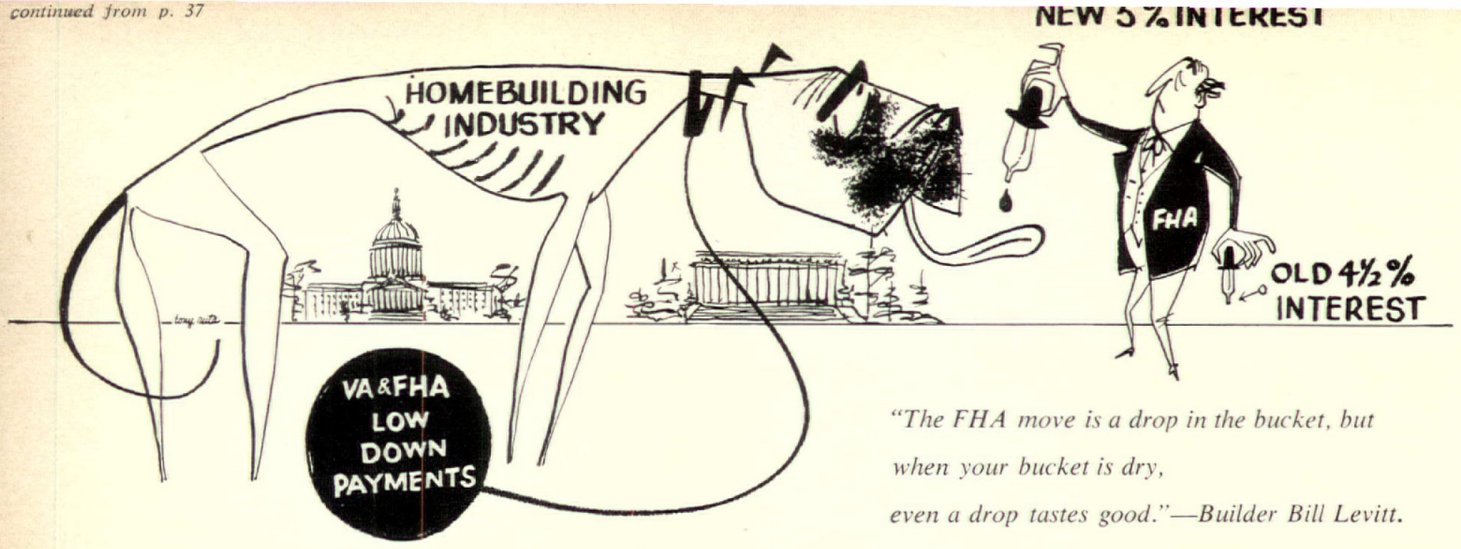
LINOLEUM • PLASTIC SHEET CORLON® • EXCELON® VINYL-ASBESTOS TILE
CUSTOM CORLON PLASTIC TILE • RUBBER TILE
CORK TILE • ASPHALT TILE • LINOTILE®

Flashing the floor material up the walls creates an attractive and continuous surface—free of dirt-catching cracks. In this kitchen, Armstrong Linoleum was carried all the way up one side of the work counter—for eye-catching dramatic effect.



The use of Armstrong Rubber Cove Base or Asphalt Cove Base is a practical way to "connect" walls and floor. In addition to simplifying floor care, Cove Base also attracts the interest of style-conscious homemakers by its smart appearance.

continued from p. 37



"The FHA move is a drop in the bucket, but when your bucket is dry, even a drop tastes good."—Builder Bill Levitt.

MORTGAGE MARKET:

Will 5% interest revive a starved industry?

The FHA and VA mortgage market is still pretty well frozen despite 5% FHA interest.

The increase from 4½ to 5%* was too little and too late to be much help in a market where competitive yields now stand somewhere between 5¼ and 5½%.

Higher interest will have *some* influence on future allocations by big lenders. For instance, Metropolitan Life officials have told mortgage men they expect to put more money into 5% mortgages than they had into 4½s. But Met—biggest life insurance lender—is a unique case. It has shied away from discounts, offered above-the-market prices.

But the 5% rate is not high enough to tap new sources of money for mortgages. It is not high enough to bring FHAs back to par, except in a few areas (see next page). Why didn't the housing agencies set the rate at 5½%? Says HHFA Boss Albert Cole: "That is evidence that we are not alarmed about the housing situation."

Fanny May was setting the pace in pricing the new FHA 5s—at least up to mid-December. The government secondary mortgage agency was offering 98-99½ for 5s with 10% or more down payment (see price list, next page)—3½ points better than for the old 4½% loans. For mortgages with less than 10% down, FNMA knocks off ½ point. Several mortgage men reported that New York Life would buy FHA 5s at par. But New York Life seems to be alone at that price; and it could be extra choosy. Most experts look for January and February allotments by life firms at 97 and 98.

How long will the mortgage pinch last—at its present severity?

It could easily stretch well into the first quarter of this year, answer thoughtful economists. The Federal Reserve seems disinclined to make money any tighter than it is now—even though Treasury bills, at 3.2% in mid-December, were higher than the rediscount rate. But a situation like that is made to order for another increase in the rediscount rate.

If mortgage money does not loosen up until the spring, starts cannot make a comeback before the second half of the year. Meanwhile, you can hear a good deal of gloomy talk from industry figures who are not ordinarily given to dire forecasts. Mortgage Banker William A. Clarke of Philadelphia, just back from a tour of Texas, said last month: "I think the drop in starts by spring is going to be appalling."

Builders have been saying that for some time. But they have cried wolf so often before that few listened. Now, the pessimism is beginning to spread. Says a prominent Washington building economist: "I'm beginning to get nervous. I don't think anybody should count on starts during the first half at an annual rate of more than 900,000."

New competition is draining away funds that otherwise would finance new homes. The cruelest bite comes from federally insured mortgages for ships.

Since August, the government has offered 100% insurance of construction loans up to 75% of shipyard cost, mortgage loans up to 87½%. The interest is 5% (and can run up to 6% under some conditions) for 20 years. Particularly among mutual savings banks, ships are proving a real competitor for housing. New York's Bowery Savings Bank, which has a billion dollar mortgage portfolio, has earmarked $70 million for ship mortgages. Pension funds began to turn down home mortgages in favor of ship loans. The servicing cost is nil and so the net yield is at least ¼% better than discounted VAs and FHAs.

VA brass hats, after fighting as hard as they dared against upping VA's legally-frozen 4½% interest, have apparently resigned themselves to asking for a boost.

Concedes Benefits Director Ralph Stone: "It appears inevitable that the interest will have to be raised to 5%." But it is still far from sure that Congress will vote the increase. Sentiment is strong and growing stronger for the alternate scheme of easing FHA terms along the lines suggested by Rep. Olin Teague (D, Tex.), powerful chairman of the House veterans committee, and letting VA loans for World War 2 veterans die quietly of interest-starvation (see p. 45). Predicts Mortgage Man C. A. Bacon of Denver: "We are in a transition from a predominantly VA to a predominantly FHA market."

The 1957 outlook is not promising. But whether it will be a poor year or just mediocre still depends on 1) legislation, 2) money policy, 3) demand for industrial and business loans and 4) savings.

* The boost, effective Dec. 4, applies to FHA Sec. 203, 220, 221 and 213 sales type projects. (For Sec. 203 (i), it means borrowers now pay 5½% interest (plus the standard ½% insurance premium) because 203 (i) carries a ½% extra service charge.) Sec. 207 multi-family and Sec. 213 management projects now carry 4½% interest—up from 4¼%. Capehart Act military housing remains fixed by law at 4%.

FNMA sets prices for 5% FHAs: 99½ to 97½

Fanny May's new price schedule (see table, below) probably will not bring any letup in the rush to sell FHAs and VAs to the government secondary mortgage market.

Reason: any dip in offerings of the new FHA 5% loans seems likely to be offset by a spurt in submissions of VA 4½s—even at FNMA's new, lower prices for loans at the old rate. So FNMA officals still expect to run out of money soon. They will go into 1957 with about $300 million, but offerings are running about $104 million a month.

FNMA's prices for FHA 5s range from 99½ to 97½, varying as usual by areas and amount of equity. Prices for old VA and FHA 4½s range from 96 to 94. New prices for FNMA standby commitments: 94 for 5% mortgages and 90 for 4½s.

For Capehart Act military housing loans, FNMA raised its net price from 98 to 99 at the Pentagon's urging. It works this way: FNMA now pays par, but sliced its commitment fee from 1 point to ½ point. The ½ point purchasing and marketing fee remains.

Easier terms on FHA fixup loans get little use

Only 7.93% of FHA's Title I repair loan business involves the bigger-loan, longer-pay terms that became effective in October.

Asst. FHA Commissioner Cyrus Sweet says lenders in eastern and midwestern states are showing the most disposition to go up to the new maximum of $3,500 for 5 years. These six states are making most use of the new terms: New Jersey, Pennsylvania, Illinois, Utah, Idaho and Nebraska.

Says Sweet: "In the West Coast and the South there is scarcely any evidence of available financing for the liberalized terms." Lumber dealers blame this on tight money.

FHA 4½s slip another ½ point to 96 average

Average discount on FHA 4½% (Sec. 203) mortgages dropped another half-point in November. The bottom sank to 92.

Commissioner Norman Mason pointed out that the average discount—4 points— on 25 year 10% down loans is one reason. FHA boosted its interest rate to 5%. (The prices noted below do not reflect the results of the increase.)

The Dec. 1 average of 96 was 2.6 points below the 1956 high of 98.6 reported April 1 and is a full point below the lowest level reached during the mortgage crisis of 1953.

Declines from Nov. 1 to Dec. 1 were reported in all FHA administrative zones. They ranged from 1½ point in the Northeast to one-third point in the North Central states. Figures reflect opinions of directors of FHA's 71 insuring offices, not actual sales.

OFFERING PRICES, FHA 203s (4½%)
25 year, 10% down immediate delivery

ZONE	Dec. 1, 1956 AVERAGE	RANGE	Nov. 1 AVERAGE	Oct. 1
Northeast	97.1	95-par	98.6	99
Middle Atlantic	96.7	95-98	97.1	97.3
Southeast	95.2	93-97	96	96.1
North Central	95.9	92-98.5	96.2	96.6
Southwest	95.8	94.5-96.8	96.4	96.8
West	96	92-97	96.4	96.8
United States	96	92-100	96.5	96.7

NEWS continued on p. 45

MORTGAGE MARKET QUOTATIONS

(Sale by originating mortgagee, who retains servicing.)
As reported to HOUSE & HOME *the week ending Dec. 14.*

FHA 4½s (Sec. 203) (b)

City	Minimum down*-30 year Immediate	Minimum down*-30 year Future	Minimum down*-25 year Immediate	Minimum down*-25 year Future	25 year, 10% down Immediate	25 year, 10% down Future
Boston local	a	a	a	a	a	a
Out-of-state	a	a	92-94b	a	93-95b	a
Chicago	a	a	95-96	95-96	95-96	95-96
Cleveland	96½	a	97	a	a	a
Denver	a	a	a	a	a	a
Detroit	94-94½b	a	94-95	a	94½-95	a
Houston	92½-93	a	92½-93	a	93-93½	a
Jacksonville	94½-95½b	a	94½-95½b	a	95½-96½b	a
New York	97-98	a	97-98	a	97-98	a
Philadelphia	95b	a	95b	a	96	a
San Francisco	a	a	a	a	a	a
Washington	97	96½b	97½	97b	97½	97b

FHA 5s (Sec. 203) (b)

City	Minimum down*-30 year Immediate	Minimum down*-30 year Future	Minimum down*-25 year Immediate	Minimum down*-25 year Future	25 year, 10% down Immediate	25 year, 10% down Future
Boston local d	a	a	par	par	par	par
Out-of-state d	e	e	e	e	e	e
Chicago d	a	a	97-par	97-par	97-par	97-par
Cleveland d	98-par	98-par	98-par	98-par	98-par	98-par
Denver d	98-par	98-par	98-par	98-par	98-par	98-par
Detroit d	97-98	97	98-99	98	98½-99	98½
Houston d	96½-97	e	96½-97	e	98-99	98-99
New York d	99-par	99-par	99-par	99-par	99-par	99-par
Philadelphia d	e	e	e	e	e	e
San Francisco d	97b	a	97b	a	97b	a
Washington d	e	e	e	e	e	e

**7% down on first $9,000*

VA 4½s

City	30 year, 2% down Immediate	30 year, 2% down Future	25 year, 5% down Immediate	25 year, 5% down Future	25 yr. 10% down or more Immediate	25 yr. 10% down or more Future
Boston local	a	a	a	a	a	a
Out-of-state	a	a	a	a	a	a
Chicago	a	a	a	a	95-96	95-96
Cleveland	a	a	a	a	96b	a
Denver	95-96½b	a	95-96½b	a	96-97½b	96-97b
Detroit	93½-94½b	93½b	94½-95½b	94½b	95-96b	95b
Houston	92½-93c	a	92½-93c	a	93-93½c	a
Jacksonville d	94-94½b	a	94-94½b	a	95-95½b	a
New York	97-98b	97-98b	97-98b	97-98b	97-98b	97-98b
Philadelphia	95b	95b	95b	95b	96	a
San Francisco	92-93b	a	92-93b	a	a	a
Washington	95½	95b	96	96b	97	96½b

NOTES: a—no activity. b—very limited market. c—loans over $15,000, ineligible for FNMA, selling 2 points lower. d—unsettled market. e—no information.

- Immediate covers loans for delivery up to 3 months; future covers loans for delivery in 3 to 12 months.
- Quotations refer to prices in metropolitan areas; discounts may run slightly higher in surrounding small towns or rural zones.
- Quotations refer to houses of typical average local quality with respect to design, location and construction.

SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Murray Wolbach, Jr., vice pres., Draper & Kramer, Inc.; Cleveland, William T. Doyle, vice pres., Jay F. Zook, Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investments Co.; Detroit, Stanley M. Earp, pres., Citizens Mortgage Corp.; Houston, Donald McGregor, exec. vice pres., T. J. Bettes Co.; Jacksonville, George Dickerson, Stockton, Whatley, Davin & Co.; New York, John Halperin, pres., J. Halperin & Co.; Philadelphia, W. A. Clarke, pres., W. A. Clarke Mortgage Co.; San Francisco, M. V. O'Hearn, vice pres., Bankers Mortgage Co. of California; Washington, D. C., Hector Hollister, vice pres., Frederick W. Berens, Inc.

FNMA PRICES —*effective Dec. 4, 1956*

Immediate purchase. Subject to ½ point purchasing and marketing fee and 2% stock purchase. Mortgage ratios involve outstanding balance of loan to 1) purchase price (excluding closing costs) or 2) FHA or VA valuation—whichever is less. FHA prices cover Secs. 203 (b), 203 (i), 222 and 213 individual mortgages.

NOTE: If remaining term of an FHA Sec. 213 individual mortgage exceeds 30 years, the price shown is reduced by ½% for each 5-year period (or part thereof) above 30 years.

States	FHA 5s 90% or less	FHA 5s over 90%	FHA 4½s 90% or less	FHA 4½s over 90%	VA 4½s 90% or less	VA 4½s over 90%
Loan to Value Ratios						
Conn., Maine, N.H., Mass., Vt., R.I., N.Y.	99½	99	96	95½	96	95½
Del., D.C., Md., N.J., Penna.	99	98½	95½	95	95½	95
Ala., Ark., Colo., Fla., Ga., Ill., Ind., Iowa, Ky., Minn., Miss., Mo., Neb., N.C. N. Dak., Ohio, Okla., Ore., S.C., S. Dak., Tenn., Tex., Va., Wash., Wisc., Puerto Rico	98½	98	95	94½	95	94½
Ariz., Calif., Ida., Kan., La., Mich., Mont., Nev., N.M., Utah, W. Va., Wyo., Hawaii, Virgin Is.	98	97½	94½	94	94½	94

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AIR CONDITIONING DIVISION

Airtemp

to the January HOME BUILDERS' SHOW

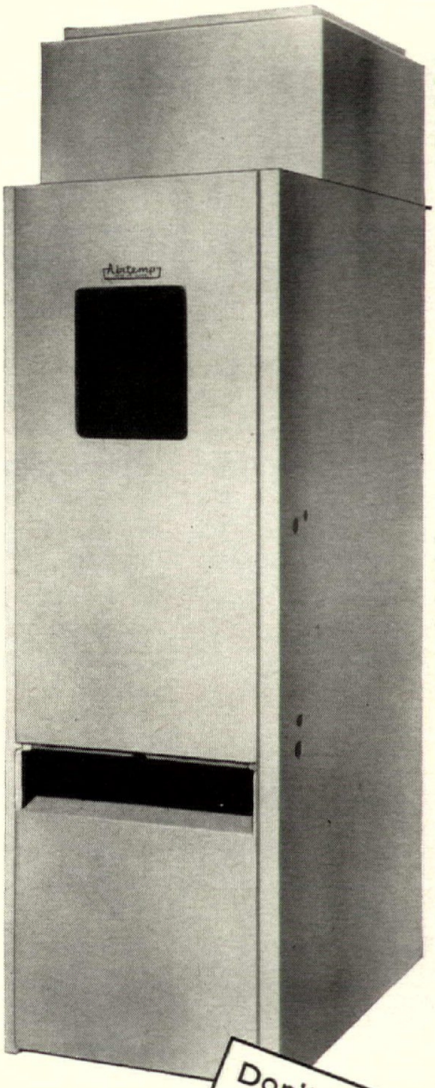
Conrad Hilton—Spaces 16 and 17

where you can learn more about faster sales with the most complete air conditioning line in the industry.

286 MODELS—TO MEET EVERY HEATING AND COOLING NEED FOR BUILDERS AND BUYER

sweep forward
with **CHRYSLER**

FURNACES THAT COOL SELL HOMES FASTER!



Self-contained or remote Airtemp cooling unit is optional, and can be added to furnace at any time.

Airtemp Automatic Furnaces are available for gas or oil.

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Airtemp helps *cut* building costs. Airtemp furnaces that cool are easy to install, take up so little space you can save on building costs—offer prospects more house, more comfort for their money.

Find out more about Airtemp Air Conditioning. Phone your nearby Airtemp dealer *today* . . . he's in the Yellow Pages. Or write Airtemp Division, Chrysler Corporation, Dept. HH-1-57, Dayton 1, Ohio.

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Specializing in Air Conditioning for EVERY Home and Business Need

THERE'S A NEW TREND IN BATHROOMS:

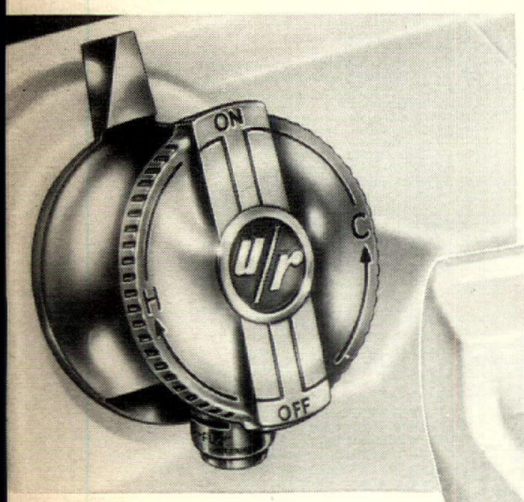
No more "FAUCET FIDDLING" with the New UNI-DIAL Lavatory

Imagine—one hand finger-tip control of both temperature and flow of water! It's true. Uni-Dial, the newest proud achievement of Universal-Rundle research, features a dynamic new concept in lavatories.

Now . . . for the first time . . . you can control the temperature and flow of water with one hand adjustment of the "Tilt-Turn" Uni-Dial Faucet. No more "faucet fiddling" to get water at the right temperature. Then, the water can be held at that temperature when the water is turned "off" and "on" again. And that is not all . . . either the temperature or the volume of water can be altered without affecting the other.

The Uni-Dial is another example of Universal-Rundle's 56 years of pioneering leadership . . . "know-how" which gave the world the first, *and finest*, colored bathroom fixtures. Today, architects and builders across the country are specifying U/R fixtures where housing developments, schools, apartments, hotels, motels, hospitals and fine homes are being planned and built.

You are invited to write for the Uni-Dial specification sheet and the new U/R catalog, showing the complete line of fixtures. And there are U/R sections in Sweet's Architectural and Light Construction files. Universal-Rundle Corporation, 463 River Road, New Castle, Pa.



One hand does it!
Tilt up for "on" . . . down for "off". Turn right or left for desired temperature.

Lavatory available in Arctic White and six U/R decorator colors . . . with or without Luxury Trim legs and towel bars.

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MAKERS OF THE WORLD'S FINEST BATHROOM FIXTURES

Plants in Camden, N. J.; Milwaukee, Wisc.; New Castle, Pa.; Redlands, Calif.; Hondo, Texas

Be our guest at the NAHB Exposition,
Conrad Hilton Hotel, lower exhibition hall, booths 8, 9 and 10.

continued from p. 41

Another federal agency ponders loans to builders

Money-shy builders may be able to tap a new source of construction loans: the federal Small Business Administration.

The agency's big aim is to keep small firms going which cannot find credit elsewhere. Up to now, a policy of refusing loans for speculative purposes has been interpreted as barring loans to operative builders.

Last month, an SBA spokesman told HOUSE & HOME this attitude may be changed. A H&H staffer noted that many builders, amid the money pinch, are merely putting up model houses and taking orders to duplicate them. Said the SBA official: "We might be willing to go along in such cases and underwrite a working capital loan—particularly if the builder could show contracts for more houses." But he added: "We have had no such requests so far."

To qualify for an SBA loan, a firm must not have more than 1,000 employes—although 150 employes is more to SBA's taste. The business must be independently owned and not dominant in its field. SBA makes participation loans up to 90%, but most banks have been willing to lend more than the 10% minimum. Some will go as high as 50%. SBA lets the banks set the interest rate, subject to a 6% ceiling.

The agency is now sparking credit at a $13½ million-a-month clip, which indicates it will run out of money in March (about the same time as Fanny May). But officials expect Congress will give SBA more. Since the agency opened Oct. 1, 1953, it has loaned more than $41 million. It figures 25% of it generated some kind of construction, mostly modernization of plants and small stores.

Closest SBA has come to a home building venture was a loan to a retail lumber dealer in a small midwestern town who wanted to buy a suburban tract and subdivide it. Says the agency: "The dealer wanted to buy a farm but the cost was beyond the reach of any individual builder. It was a good deal for us because the dealer was willing to put up his business assets as security."

S&L men fear 3% interest by banks will hurt housing

Will the new 3% interest rate ceiling for savings accounts in commercial banks help or hurt housing?

The Federal Reserve, which authorized it, figures it will help—by encouraging more saving. It expects the new rate to produce little shifting of savings accounts from one type of institution to another.

Some savings and loan men disagree. Much of their recent dramatic increases in deposits has been money coming out of banks which paid low interest. They prophesy S&Ls will gain only about $4 billion in new accounts this year instead of $5 billion because of the change. Banks will keep more savings money. But banks normally put less than half their long-term deposits into mortgages. S&Ls have about 85% of their assets in housing loans. So one S&L leader fears the result may be as much as $2 billion less to finance mortgages.

Chase Manhattan Bank, the nation's second largest, moved quickly to raise its savings interest from 2½% to the new 3% limit. Other New York banks were falling in line. But across the nation, Federal Reserve experts figured, such increases would be rarer. Only about half the banks were paying the 2½% limit.

Even so, some S&Ls were already boosting interest on their deposits. This was apparently aimed at forestalling any loss of accounts.

HOUSING POLICY:

Administration backs Teague bill to kill VA by easing FHA terms

The administration has thrown its support behind the Teague bill to put VA virtually out of business by easing FHA down payments.

HHFAdministrator Albert M. Cole now says he "looks with favor" on the measure championed by Rep. Olin Teague (D, Tex.), chairman of the House veterans committee.

Cole thus lines up with an imposing segment of influential Senators and Congressmen, as well as most housing trade groups: NAHB, NAREB and MBA.

The Teague bill, introduced at the last session of Congress, would cut FHA down payments to 2% on homes priced up to $10,000. It would slice down payments even more significantly for higher priced homes—the bulk of the FHA-VA market: 3% up to $12,000, 4% up to $14,000, 5% up to $16,000 and only 15% for $30,000 and up.

The measure would actually make no change in VA terms. But Teague wants to pass his scheme instead of boosting VA's frozen 4½% interest. On that basis, VA would be virtually out of business in today's money market.

Will the administration take more steps to help housing?

A Central Mortgage Bank is one possibility. But Cole says he "looks on this suggestion with doubt" because it tends to point away from a free-market concept. Higher FHA interest rates for small cities (35-50,000 pop.) are another possibility—apparently a better one. Cole says housing needs of such smaller communities are not being fully met. Because they are away from FHA offices, processing applications is a problem. So is appraising. As a result, says Cole, FHA may turn to fee appraisers, as it did in 1954 when a surge of applications engulfed most of its offices.

Continuation of the Voluntary Home Mortgage Credit Program, which dies July 1 unless Congress extends it, will be sought by the administration.

Although VHMCP has channeled some $200 million in FHA and VA loans to remote areas and Negro housing through private lenders, it has come under increasing attack by labor and other groups who favor direct government lending.

Capehart Act military housing encounters money trouble; talk grows of junking it

Capehart Act military housing is running into so much financing trouble that experts from such varied areas as NAHB and Capitol Hill now argue that it should be ended.

The interest rate is frozen at 4% by law. So Capehart mortgages that once went for 102 are now going begging at 96 on the private market. Fanny May is almost the only buyer. She has just raised her net price from 98 to 99 to help (see p. 41). But there are more than $1 billion of Capeharts programmed. FNMA has only $200 million for such special assistance.

Some builders have offered 7% for construction money (and few takers, at that). Mortgage Broker Tom Coogan estimates there may be $150 million in unplaced Capehart loans. (FHA insists it is much less.)

Basic trouble with the Capehart Act is that it is a subterfuge to avoid raising the national debt. The logical way—financially—to build military family housing is by direct appropriation. But Congress traditionally is reluctant to vote the money. The administration hesitates to ask for it, too.

Corps of Engineers' supervision of Army Capehart projects adds as much as 4% to costs, some builders say. This shows up in bids; more and more are coming in above the generous $16,500 per unit ceiling set by law.

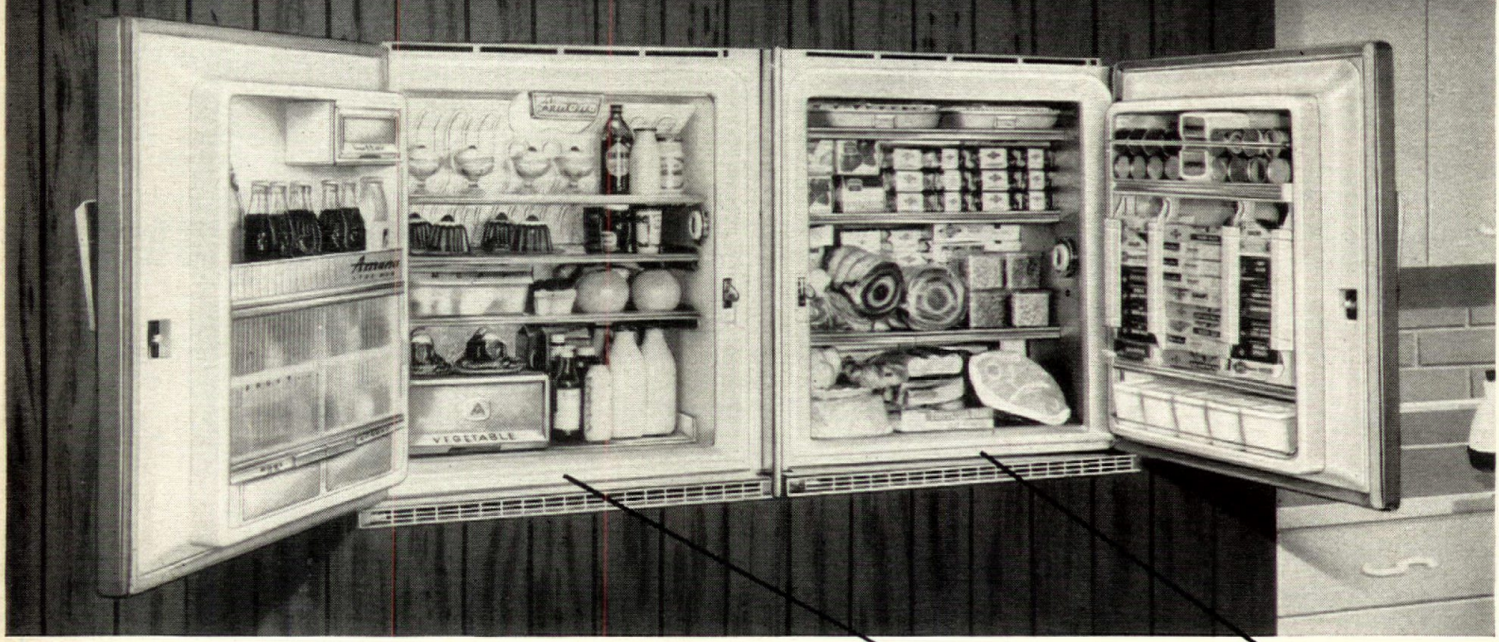
One suggested solution is to set up a government corporation in the Pentagon, staffed by civilians, to build military housing. Financing would be by bonds or debentures, cheaper than 4% mortgages.

So far, the Pentagon has no plan to ask Congress to boost the 4% interest. Instead, it hopes Fanny May will bail Capehart projects out until the mortgage market improves.

NEWS continued on p. 49

Amana Provides 3 High-

GUARANTEED TO GIVE ANY



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A REALLY ROOMY REFRIGERATOR!

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All food is on, or directly below solid prime freezing plates. You get constant "even zero" temperature. Exclusive roomy Stor-Mor door offers you features galore . . . 20-can frozen fruit juice rack . . . automatic inventory frozen food package dispenser . . . sliced and cubed ice trays provide fast, abundant ice supply . . . five pint containers to transform left-overs into planned-overs. Supermarket food storage at your fingertips!

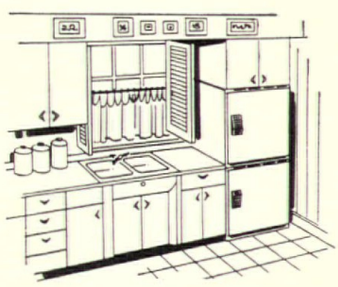
SPECIFICATIONS

Freezer—6.6 cubic foot capacity—totally usable space.

Refrigerator—6.8 cubic foot capacity—totally usable space. (Equivalent to a conventional 9 cubic foot refrigerator.)

Dimensions; both units: 33" wide; 23½" deep; 34½" high.

Available in gleaming *shasta white, lustrous copper-tone, pastel yellow* and *white* with *brushed chrome doors.*



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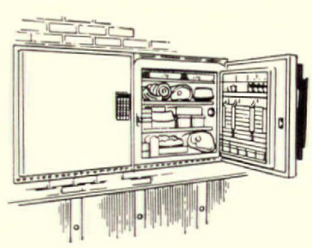
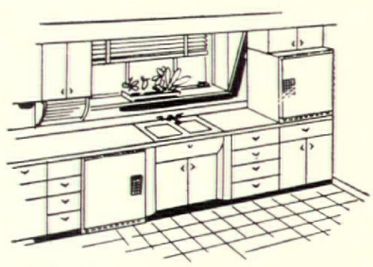


SIDE BY SIDE



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HOME IRRESISTIBLE SALES APPEAL!

NOW, AIR CONDITIONING FOR *ANY* HOME AT REMARKABLY LOW COST

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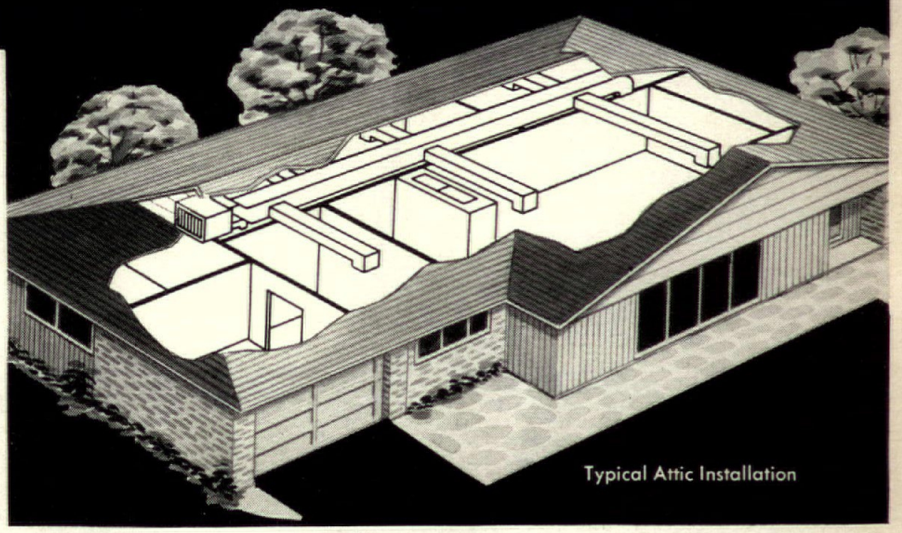
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Ultra-powerful 2- or 3½-horsepower models cool homes up to 2200 square feet in area. Double units provide ultimate in flexibility for larger homes.

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No water supply needed. Cuts out cooling towers, water permits, expensive maintenance.

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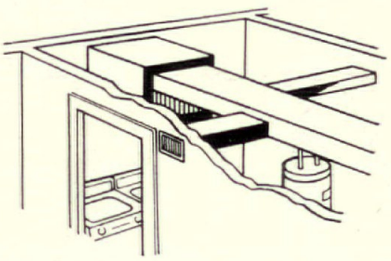
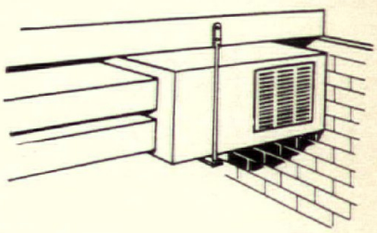
Cut into existing ductwork, or use highly flexible pre-cut and packaged Fiberglas air duct.



Utility rooms (or large closets) often make ideal hide-away locations for the new Amana Central-System Air Conditioning.



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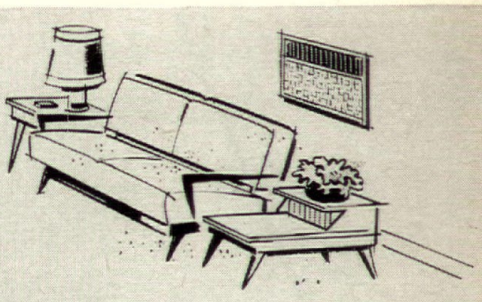

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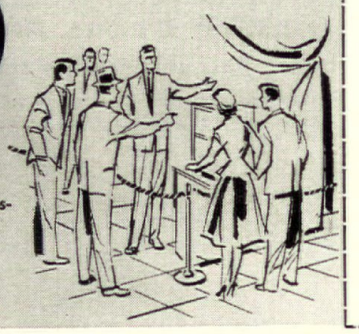

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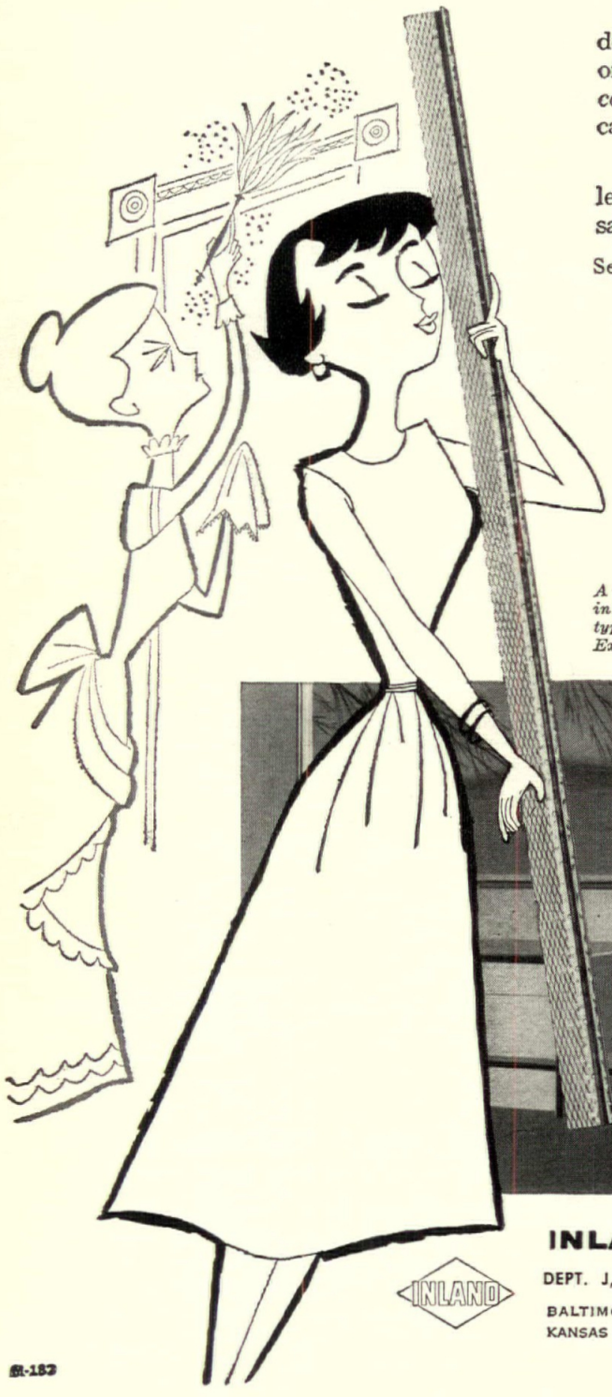

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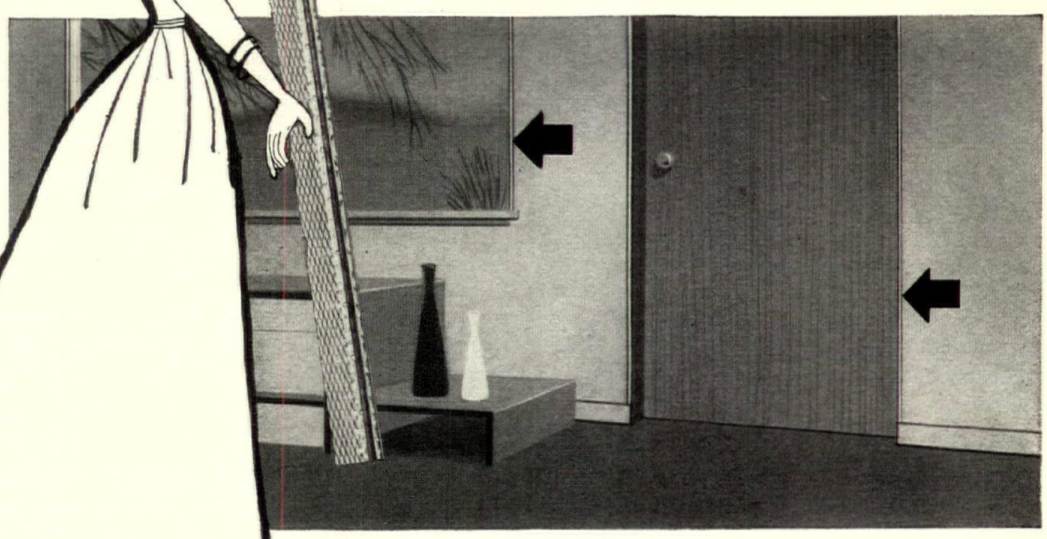

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continued from p. 45

Trade-in housing gains—but without FHA help

Some realtors find trading boosts volume and profits significantly, but most builders shy away from taking so much risk

FHA's efforts to spur house trade-ins are failing.

While trade-in programs are making slow but very encouraging progress in many cities, FHA's trading rules are contributing little to their success.

These rules, announced last June, provide 1) a real estate broker can borrow in his own name on a Sec. 203 trade (as builders could before) 2) major repairs need not be made to houses taken in trade and 3) a new four-month commitment for 85% of the loan insurance an owner could get from FHA on the trade-in.

Builders and realtors—whether trading or hoping to trade—are unhappy with FHA's new commitment plan.

The reason: its limit averages out to approximately 70% of value, no more than a commitment for a conventional loan which has the advantage of less red tape. As a result, only a handful of trade-in commitments have been issued.

Big Detroit Trader Gordon Williamson, shies away from FHA and VA deals. "Too cumbersome," he says. Besides, "we got no encouragement on a guinea pig deal with FHA."

FHA officials admit little has been done to promote trading since June. But they defend their rules, blame failure of the program on home owners who have an inflated notion of their home's value.

Active traders agree that home owners tend to be unrealistic. But FHA's low valuations have actually stalled a trading program in one area. Big builder Andy Oddstad of San Francisco had been advertising his trade-in program, finally quit (as did Mackay Homes of nearby San Mateo County). Reason: FHA valuations were so far below today's market prices that home owners would not accept them.

Principal blame for slow progress of house trade-ins still rests on skeptical and cautious builders.

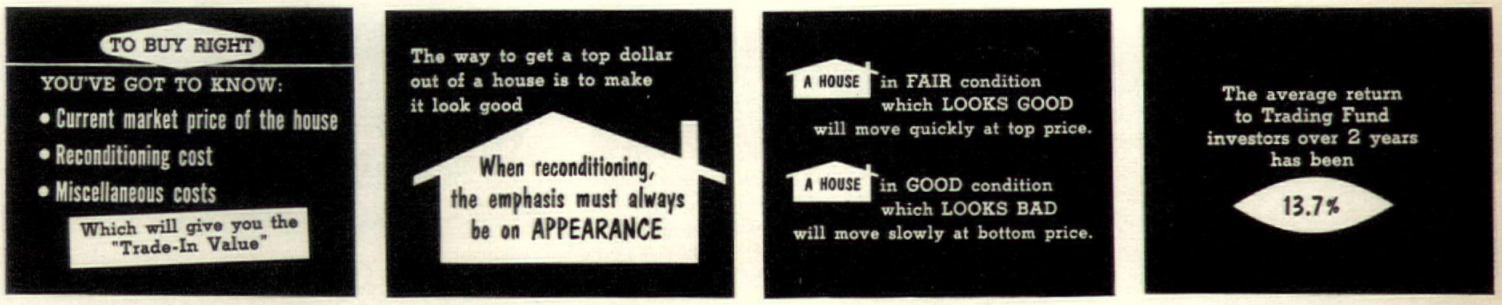
Where trading is succeeding, realtors are the driving force, carrying builders along with them. Where there is no enterprising realtor to lead, builders are balking—despite expert advice that their best hope for propping up sales lies in second-time buyers.

NAHB's fall survey (Nov., News), showed that 35% of 600 builders queried claim to be traders. Yet in the previous three months—peak sales months—17% of these builders took no trade-ins, 47% said trade-ins accounted for less than 10% of their business. (And less than 20% said they carry the homes under FHA's firm commitment.)

Builders avoiding trades usually explain that they are afraid of entering a complex deal which has this much risk.

Yet most experienced traders report they take title to no more than one in ten homes offered in trade. The rest are sold before the new home is completed. Rare losses are more than made up by profits on sale of other trade-ins.

Other reasons cited by builders for skirting trade-in programs: 1) they don't want to be bothered, contend they can sell new homes without trading. 2) they have heard how difficult it is to agree with homeowners on the value of a trade-in home and 3) tight money is discouraging them from going into a new program which might involve origination of two mortgages but still only one sure profit.



HOW TO TRADE: A NEW SOUND FILM STRIP BY REALTOR GORDON WILLIAMSON GIVES SOME GUIDEPOSTS—AND RESULTS

How to make money trading:

Detroit realtor nets 13.7% for his employe-financed trading fund by charging a flat $200 per trade house

Trading can be complex, but success at it seems to hinge on the trader's ability to solve just two tricky problems.

There is more than one answer to both of them. Here are the main issues and how leading traders cope with them:

Problem No. 1 is how much to pay for the trade-in.

The big hurdle is convincing the homeowner—who usually still loves his old house even though leaving it—that the offered price is all he can reasonably expect.

WILLIAMSON

Realtor Gordon Williamson of Detroit, whose trading system has become almost an exact science, solves the problem this way: he keeps his appraising in the hands of one executive—a vice president who constantly studies house values in multiple listings and classified ads. That avoids paying too much, or buying in a risky (i.e. transition) neighborhood.

Williamson advises: "Sell the desired new house to your customer before discussing trade-ins—so he wants the new house more than he wants his money. Elaborate on features

continued on p. 52

City by city:

How trade-ins are doing across the nation

Most home builders have yet to tap the potential profits of trade-ins.

A sampling of key cities by HOUSE & HOME correspondents and staff members shows talk about trade-ins plentiful, action rarer. Items:

Chicago: No significant trade-in activity. Says Martin Braun, president of the Chicago Metropolitan Home Builders Assn.: "There are too many problems. . . . The used house market is off. . . . There is too big a difference between what people think they can get for their home and what it will bring."

Dallas: Only Builder Leland G. Lee Jr. is promoting trade-ins, admits he finds it "a

continued on p. 53

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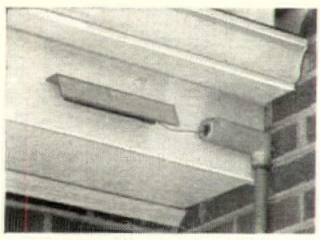

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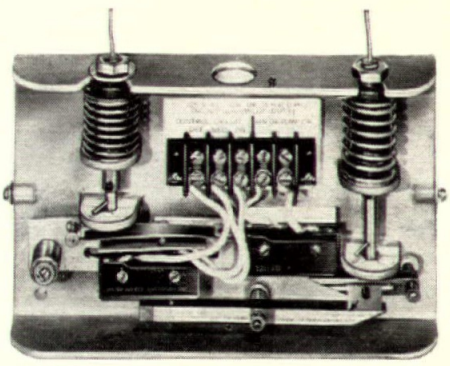

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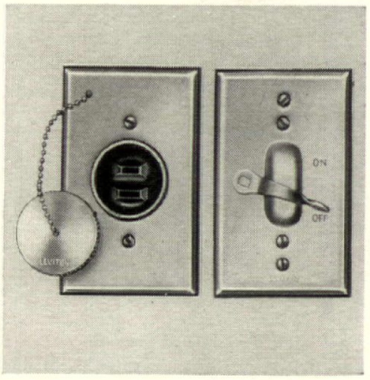
PRODUCT NEWS

New Weatherproof Devices Answer Today's Outdoor Needs



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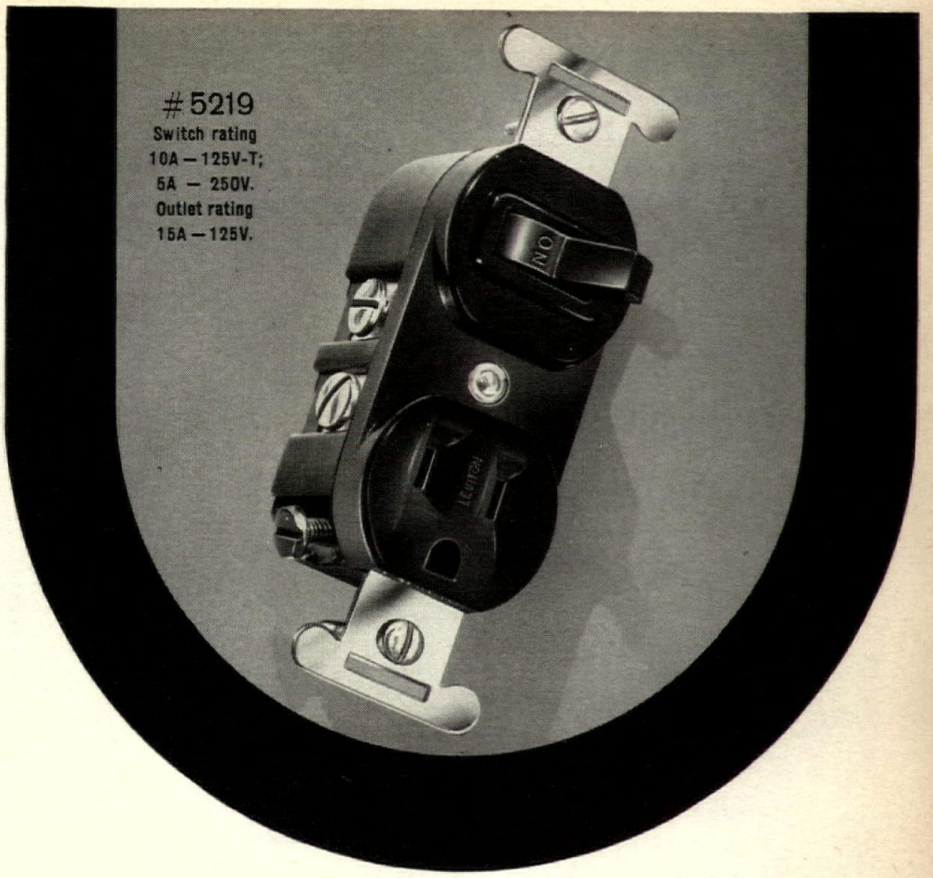

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Now available: a new combination switch and U-ground outlet; a complete line of 3-wire U-ground caps and connectors; single and duplex receptacles, receptacles on covers — all in either tandem or parallel types. Duplex receptacles are also available with grounding terminals for individual outlets.

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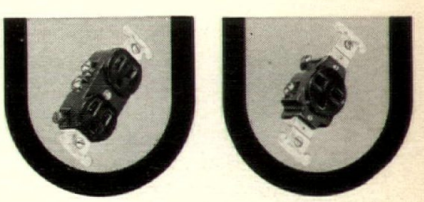

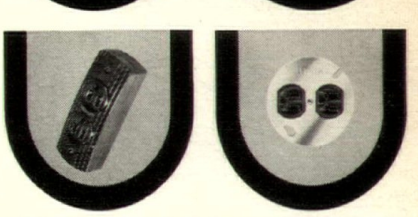

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Distributors Being Appointed Now. The biggest swimming pool season ever is just ahead. Quick action gets you started in time to make maximum profit the first year. Capital required: $10,000 to $100,000, depending on area potential. Write today for full information. Please give full details about past business success and area for which you could be responsible.

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Our distributors are now lining up dealers. If interested, write to see if your area is open, giving qualifications. For fast action address "Dealer Director."

International Swimming Pool Corp.

Exclusive Manufacturer of the World-Famous Esther Williams Pools

Esther Williams, President

53 Court Street, White Plains, New York

How to trade with profit: leaders will take title

continued from p. 49

in the new house he doesn't have in his old one. Let him talk about his present house. Never belittle it. People are sensitive about this. If the customer objects to the price of trading, show him your costs." (Williamson makes no profit on the trade except his sales commission.)

Trade-In Homes Inc., a firm set up by home builders in Lexington, Ky., lets FHA set its valuations. It has been successful in convincing buyers that FHA valuation is the reasonable market value. (Builders in San Francisco quit trading because of low FHA appraisals, but FHA's view of value is as varied as its Balkan empire suggests.)

Realtor John Clarke of Portland, Ore. loads his salesmen into a bus once a week, takes them to all houses offered in trade. Back in the office they compare appraisals, discuss them and agree on one figure.

President W. John Dunnan of Town & Counrty Homes in Boston does all his own appraising, finds it easier to deal with people who bought before 1950 than those who have

Photo Art Studios

CLARKE

Continental

DUNNAN

bought in past few years. "When you're talking about his potential profit the man is amenable to lower price. When it's his equity, it is much harder."

Dunnan thinks the biggest trade-in potential lies in prefabs because lenders are well acquainted with the models, already know what they are worth. A US Steel prefab dealer, Dunnan has been surprised at how many of his old customers go out to new projects to see how new models compare with what they bought, wind up wanting to trade. If their old home is in good condition, Dunnan allows them the original price of the home on the trade-in, depending on appreciation in value to give him a profit.

Leland G. Lee Jr., Dallas builder, notes that only one of 20 owners who talk trade-in with him ever close a deal on a new house. Big loss is result of customers who want too much allowance on their old home.

Realtor Jules Saxe of San Francisco sends two or three fellow brokers to appraise a trade-in *but* if the owner thinks he can sell it for more, Saxe encourages him to try. Invariably the owner quickly learns that the Saxe valuation is accurate.

Problem No. 2: Should traders take title to a trade-in house if it isn't sold by the time the new home is completed? And should they try to make a profit on the resale?

These two questions go right to the heart of a trading operation and consequently there is wide disagreement. But interestingly the most successful traders (and the only *true* traders) do take title to some homes and they don't expect to make any profit other than a 5% sales commission.

Realtor Williamson has this motto: "Look

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for profit on commissions, not on trades themselves." He advises: "If the customer objects to the price you are offering, show him your costs." In a typical case, as Williamson explained it to a NAREB panel recently, his costs made a trade deal look like this:

	$10,900—market value of house
minus	545—broker's commission
minus	100—cost of fixup (house being in good condition)
minus	180—2% origination fee for new mortgage
minus	200—trading fee for Fund
	$ 9,875—offered trade-in price
minus	2,500—unpaid balance of mortgage
	$ 7,375—net cash offered customer

This trade-in price is a guaranteed price if Williamson does not sell the house for $10,900 within 30 days, he will take title himself for $9,875. In 100 trades last year, he took title to 40.

Williamson's trading fund to finance temporary purchase of homes was set up in 1954 with $13,000 capital. It was set up on a partnership basis (to avoid corporate taxes) quickly proved so profitable (13.7% return) that his own salesmen put up most of the $150,000 to which it has now grown. In 1955, he figures trading produced 150 extra sales and obtained 600 more listings.

Realtor Mal Sherman of Baltimore also works on the guaranteed price principle. But he offers a flat 15% below market value—5% commission plus 10% for contingencies. Realtor Saxe guarantees market price minus 10%—allowing no commission since he would not have sold the house if he takes title. Realtor Clarke offers a price 14% below valuation.

But the 10 to 15% allowance seldom produces a net profit for the broker. Trader V. E. Wandrus of Milwaukee, whose guarantees average about 10%, explains: "The profit lies in the selling of the new house. We work for the commission on the old one and a small profit to cover the occasional slow resale."

Teaching realty salesmen how to make trade-in deals is one of the bottlenecks in establishing a trade operation.

"Trading comes slowly," says Realtor Arnold Goldsborough of Wilmington, Del. "Salesmen don't get the idea. But once they do, it's just as easy to trade as it is to make used car deals." (92% of auto business involves trades). In Portland, Ore., Realtor Clarke recently started writing his staff long memos on the knack of trading. He wrote: "These (deals) are not so hard to make if you take one step at a time. Once you get into the deal you just continue to follow your nose and consult with anybody you can. Just do what comes naturally and follow your way through and you'll take one more step every week or two and eventually you'll wind up with a chain trade that looks rather long and involved."

Fortunately, there is now a shortcut for training salesmen. Williamson has produced a sound film strip in color on how to trade profitably. It covers the Williamson methods in detail. The project cost him $15,000. He is selling prints (through Real Estate Training Inc., Box 4838 Redford Sta., Detroit 19) for $150—which includes ten copies of a manual.

Most of the top traders today are realtors.

But it is noteworthy that they agree home builders could be even more successful—providing they bring in a realtor to sell their trade-ins.

Predicts Williamson: "The time is close at hand when big corporate builders and their allies, the trader-brokers, will work hand in hand. Mutual interest will force a closer collaboration. They will unite in some sort of arrangement similar to that which now exists between auto manufacturers and their dealers."

Says Realtor Sherman: "A large volume builder has the best potential for success in trading. He has a profit margin on his house. He can cut this margin down if he wants to allow more on a trade-in to make a deal. A broker just doesn't have that margin. He has to try to get the homeowner to take a lower price for the trade-in."

Says Builder Irving Rose, one of the few home builders who trades successfully: "Promoting trade-ins attracts a lot of buyers. Right now we attribute 10% of our new home sales to trade-ins, plus a lot more that are attracted by the ads and who don't trade but *do* buy."

Other trading notes:

▸ Williamson is virtually the only trader who makes a practice of reconditioning his trade-ins before trying to sell them. His advice: "Let the neighborhood be your guide. If the surrounding area is such that you may safely recondition the house at all, confine your efforts to the obvious major appearance factors."

▸ One of biggest problems for traders is arranging financing for old two-bedroom houses. Few mortgagees want them, though most of the homes being traded in are small ones being traded by families who want larger houses.

▸ J. W. Chapman & Sons of Lubbock, Tex. is organizing Texas Intercity Home Traders to arrange home trades for families moving from one Texas city to another. Nine realtors in nine cities have joined Chapman.

City by city study shows trade-in activity still slow

continued from p. 49

pioneering operation."

Milwaukee: Trade-ins are still rare. Builders take a trade if there is no other way to sell a new house. Says Charles George, president of Milwaukee Builders Assn.: "Milwaukee is always a couple of years behind."

Portland: Most Portland realtors and builders seem afraid to get into the trade-in field. They fear it would tie-up capital or eat it up in interest if they were stuck with a trade-in. Only Realtor John Clarke is trading successfully.

Baltimore: Realtor Mal Sherman's trade-in service—available to any home builder—makes Baltimore one of most active trading areas. He has handled trades for 18 builders.

Los Angeles: Little trading but a new trade-in clearing house, open to all builders, is in the planning stage and may spur program.

San Francisco: Only a few active traders and most are brokers. Several builders who tried trading quit when programs failed to click.

Phoenix: Trade-ins have had little impact on housing market. Only Universal Homes trades, finds it helps sales but admits it took two years to get its program smoothed out and profitable.

Cleveland: Trade-in activity is picking up. The Cleveland *Press* recently ran a full Sunday section on trading, described the trading operations of 20 realtors and builders.

FHA tightens rules for rental housing

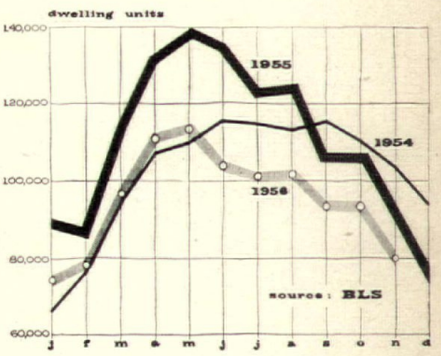
FHA has closed another profit loophole in rental housing.

Now, where projects are partially occupied while construction is completed, the agency will require the builder to begin paying off the mortgage with net proceeds, even though FHA has not yet finally accepted the property for insurance.

Commissioner Norman Mason says most rental housing builders are already doing this, anyway. Making it a requirement spikes the guns of critics who have charged that builders sometimes reap unfair profits from early tenants, because they pocket the rents received before they are required to begin paying off the mortgage.

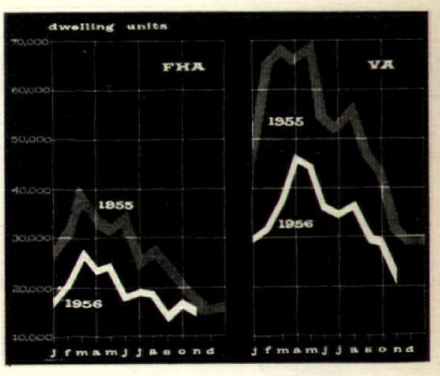
Now, say FHA instructions to its field offices, "an appropriate amount of advance amortization" will be required when FHA gives the mortgage insurance final endorsement.

NEWS continued on p. 57



November starts hold firm; 1.1 million for '56 certain

Housing starts are now assured of topping 1.1 million for last year. November brought 80,000 starts (79,600 private, 400 public), swelling the 11-month total to 1,054,200. Even more encouraging was the fact that November's private starts project to an annual rate of 1,060,000 up 1% from the October rate. Taken with October's firmness in starts (which reversed a four-month downtrend in metropolitan area starts), the November figures hint housing may have touched the bottom of its long decline.



FHA, VA applications plunge sharply again

FHA applications and VA appraisal requests fell sharply in November. For new housing, FHA got only 14,805 applications (9,970 for homes, 4,835 for projects)—a drop of 18.6% from October. VA experienced a 26.1% decline in appraisal requests, from 29,678 in October to 21,941 in November.

For the first 11 months of 1956, FHA applications totaled 214,679—off 28.7% from a year earlier. VA requests reached only 382,491—down 35.8% from the same time in 1955.

Facts You Should Know About Masonry Reinforcement

By Edwin L. Saxer: Professor and Chairman, Civil Engineering Department, University of Toledo

For some time, there has been a growing tendency to rely on steel reinforcing in mortar joints to improve the capacity of masonry walls to resist the stresses which develop.

The usage of joint reinforcement has often proven unsuccessful in the past. The chief reason for this has been the failure to use reinforcement in more than every third or fourth joint—a practice which provides little or no benefit to the intermediate joints.

A contributing factor in many cases has been the inability of some forms of reinforcing to develop adequate bond strength.

As a result of research at the University of Toledo, and at other laboratories, the principles of effective joint reinforcement are now well understood. All indications point to the fact that reinforcement should be used in every joint, or at least in every other joint, to insure reasonable effectiveness.

Our research on the effectiveness of Key-Wall leads us to the following conclusions: (1) The design of Key-Wall results in a highly efficient distribution of steel. (2) The use of Key-Wall can reduce significantly the cracks resulting from shrinkage of the masonry; and (3) Key-Wall is effective in improving the lateral strength characteristics of masonry walls.

why it pays to use -wall

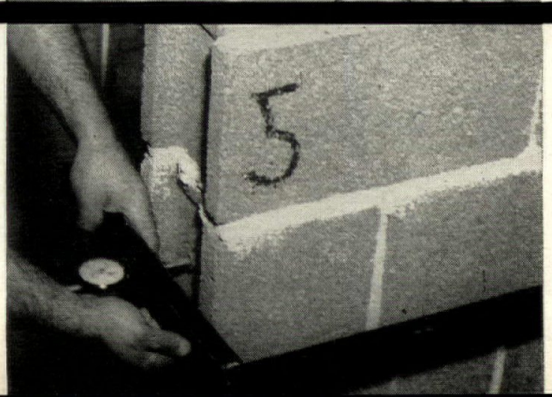
the new type of masonry reinforcement that gives greater value at lower cost

The effectiveness of Key-Wall has been clearly demonstrated by tests at the Research Foundation, University of Toledo.

It's being specified and used by leading architects and builders today. It will offer you advantages on any jobs you build.

Key-Wall is made for the following wall thicknesses: 4″, 6″, 8″, 10″ and 12″.

- Reduces shrinkage cracks
- Adds effective lateral strength
- It's galvanized to prevent rusting . . . assures maximum bond
- Lap joints give continuous reinforcement
- Does not interfere with bedding of units
- Improves mortar joint because multi-directional reinforcement holds mortar in place; gives better bond
- Masons welcome it, because it's easy to handle; easy to cut and fit; doesn't interfere with joint thickness
- You save on material cost, as well as labor cost



FREE—SAMPLE AND TEST REPORT

KEYSTONE STEEL & WIRE COMPANY
PEORIA 7, ILL.

Please send me free sample and copy of Key-Wall masonry report made by the Research Foundation, University of Toledo.

Name_____

Firm_____

Street_____

City_____ Zone_____ State_____

a century ahead of its time!

here NOW

ELKAY Design U-2000

New low price line for every budget kitchen!

Ovalized design with sleek, uniform finish now volume produced . . . breaks through the stainless steel sink price barrier . . . brings you tomorrow's profits today. Write or wire for record shattering low prices . . . see it at your Plumbing Wholesaler now!

ELKAY
MANUFACTURING COMPANY
1874 South 54th Avenue, Chicago 50, Illinois

The World's Oldest and Largest Manufacturer of Stainless Steel Sinks . . . Since 1920

BUILDERS . . . THE PRICE IS SENSATIONAL

See Design U-2000 . . . learn its great sales impact . . . Booths 734-5 • The Coliseum

continued from p. 53

LOCAL MARKETS: Dallas housing hits new low; San Diego booms; Memphis, Tulsa, Detroit off

Dallas: Home building has plunged to its lowest level since 1945—a drop of 50% from 1955. Through November last year, Dallas builders took out permits for only 4,397 dwelling units. A year earlier, the comparable figure was 8,775. Even 1946, with its scarcity of materials, produced more residential building permits than last year.

Los Angeles: Still depressed by violent slowdown in Orange County. Starts were down 66% in Sept. from 1955 and builders put unsold overhang at 3,500 homes. But other areas are still strong, especialy Long Beach and San Fernando Valley. Brokers Walker & Lee report good sales in two price groups: 1) $9,500-$10,500 conventionals, and 2) better grade $16,500-$18,500 houses. "Any leftovers from 1955 programs are really tough."

San Diego: *Sales market is better than a year ago!* Only one builder is producing new homes in volume at $12,500. Other homes are above $15,000, with a big volume around $18,000 and a good market up to $25,000. Building costs more in San Diego because: 1) much of it is on hilly land with improvements costing up to $2,600 a lot; 2) builders must pay end-of-the-line transportation costs for materials.

San Francisco: Market for homes in nine Bay Area counties is "firm with moderately rising prices," says the Bay Area Council. Residential building permits for the first nine months of 1956 sagged 30% below a year earlier. The slump ranged from 14% in Sonoma to 60% in Solano. The council blamed it on 1) tight money for easy-term loans and 2) soaring construction costs. A typical redwood frame house cost $11.83 sq. ft. Oct. 1—up 3.1% from a year before.

Rental housing market is "firmer than any time in the last 2½ years," say realtors in the East Bay. Slumping starts are keeping young families in rented quarters.

Cleveland: Starts in northeast Ohio should total 16,300 for 1956, forecasts Cleveland Illuminating Co. That is only 5% under the 1955 level. Based on interviews with 140 builders, the Illuminating Co. estimated northeast Ohio builders will start 16,000 units this year, 2% less than in 1956.

Memphis: After its quarterly survey, FHA announced there were 549 completed unsold houses on the market—4.2% more than on July 1, 1956, and 27% more than November 1, 1955. The overhang was increasing among houses priced from $15,000 up (44.3% unsold July 1 vs. 52.2% unsold November 1). The overhang was shrinking for homes priced from $10,000 to $12,999 (36% to 31.9%). Of the 549 unsold homes, 40% had been on the market four months or more.

Tulsa: Home building is off 31½% from 1955. Completed unsold houses account for 10% of production compared to 2.7% a year ago. Total home building is 20% less than builders estimated it would be a year ago, according to the Tulsa Home Builders Assn.'s Dec. 1 housing survey. Builders estimate they will put up 18% fewer homes this year than the 3,700-odd in 1956.

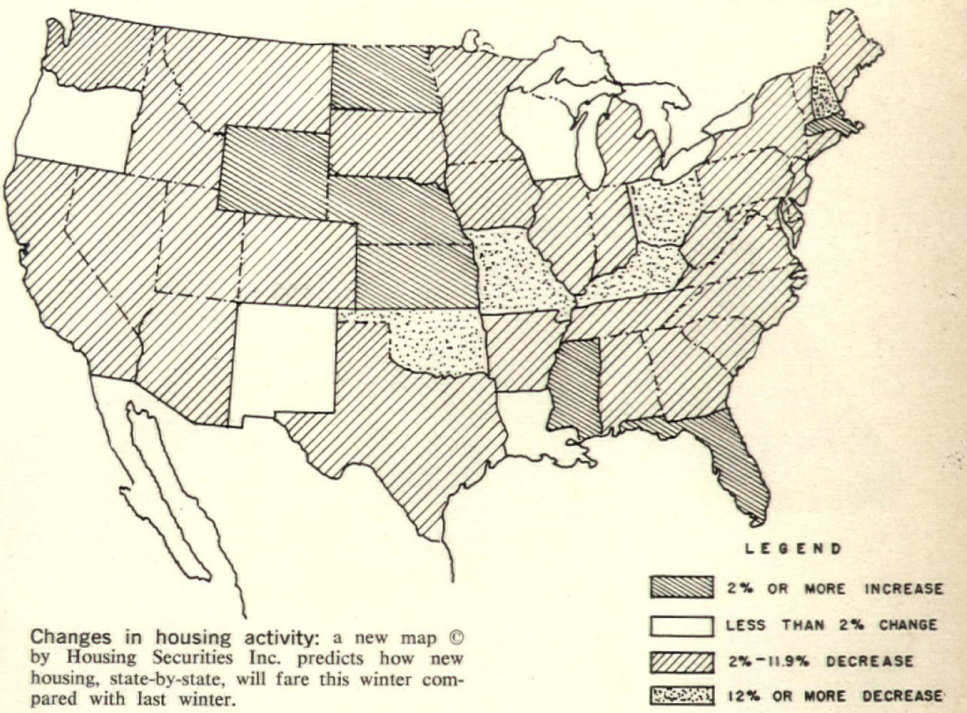
Seattle: House sales are off about 35% from a year ago. Biggest decline in the under-$15,000 market. Many builders have no 1957 plans at all because tight money makes things seem too uncertain.

Portland, Ore.: The market is strengthening after a drop in starts of 10% in the city and 20% in suburban Multnomah County. Unsold inventories of new single-family dwellings dipped from 582 in March to 527 in September. Vacancies also declined fractionally (1.40% in September 1955, to 1.31% in March, 1956, to 1.29% in September 1956). Apartment vacancies fell similarly (4.9% to 3.4% to 2.7%). Employment rose 2%, matching population growth.

Detroit: Residential building permits off 17.4% during the first nine months of 1956 in the four-county Detroit metropolitan area. Regional Planning Commission blames tight money and building ban in areas where spring floods were severe or community facilities were inadequate.

Denver: Builder T. A. Hutchinson, the area's biggest, says demand for his $15,450 house is increasing while demand for $13,750 model dwindles. "People are upgrading themselves."

Price cutting—much feared by most builders—has broken out in Louisville, Ky. Builder advertised price reduction of nearly $2,000 to move last eight houses in sticky subdivision.



Changes in housing activity: a new map © by Housing Securities Inc. predicts how new housing, state-by-state, will fare this winter compared with last winter.

Housing Securities predicts winter starts off 5.5%; Northeast expected to show smallest drop, 3.5%

Housing starts this season (Oct. 1, 1956 to April 1, 1957) will be off 5.5%, predicts Housing Securities Inc.

President Tom Coogan, admitting that the mortgage market could throw the forecast off, up or down, expects only 490,700 starts in the six-month period.

The forecast is the first of a projected series based on state and regional studies. The regional outlook:

Area	Starts	% of US	% Change From '55-56
United States	490,700	100	—5.5
Northeast	107,300	21.86	—3.5
North Central	131,700	26.83	—7
South	126,500	25.78	—6
West	125,200	25.52	—6

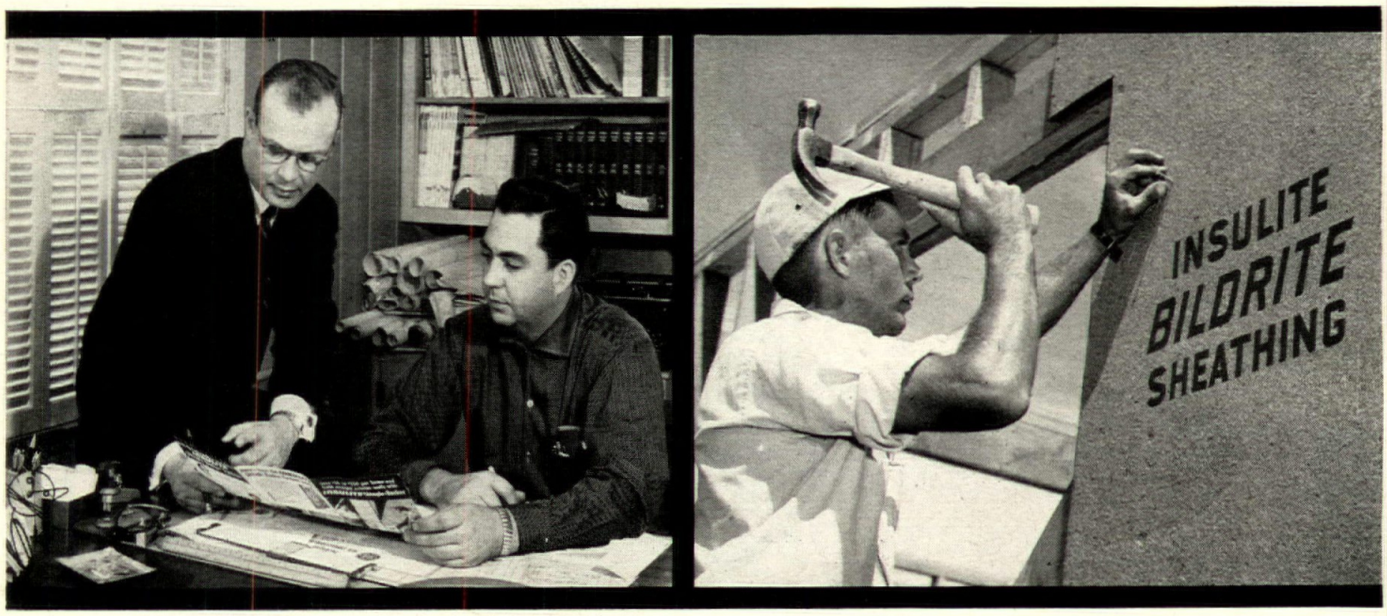
Compared to their record from the year before, the northeast and north central states will gain 1% in their shares of the US total while the South will lose 1.5% and the West ½%.

North Central. While this area absorbed 32% of the population in the last 10 years it accounted for only 25.7% of non-farm housing starts. Though its 7% decrease from last winter is the biggest of any region, the forecast notes that the North Central area maintained its volume at higher levels last winter than other regions.

Among the states, Missouri is expected to show the sharpest drop from last winter—

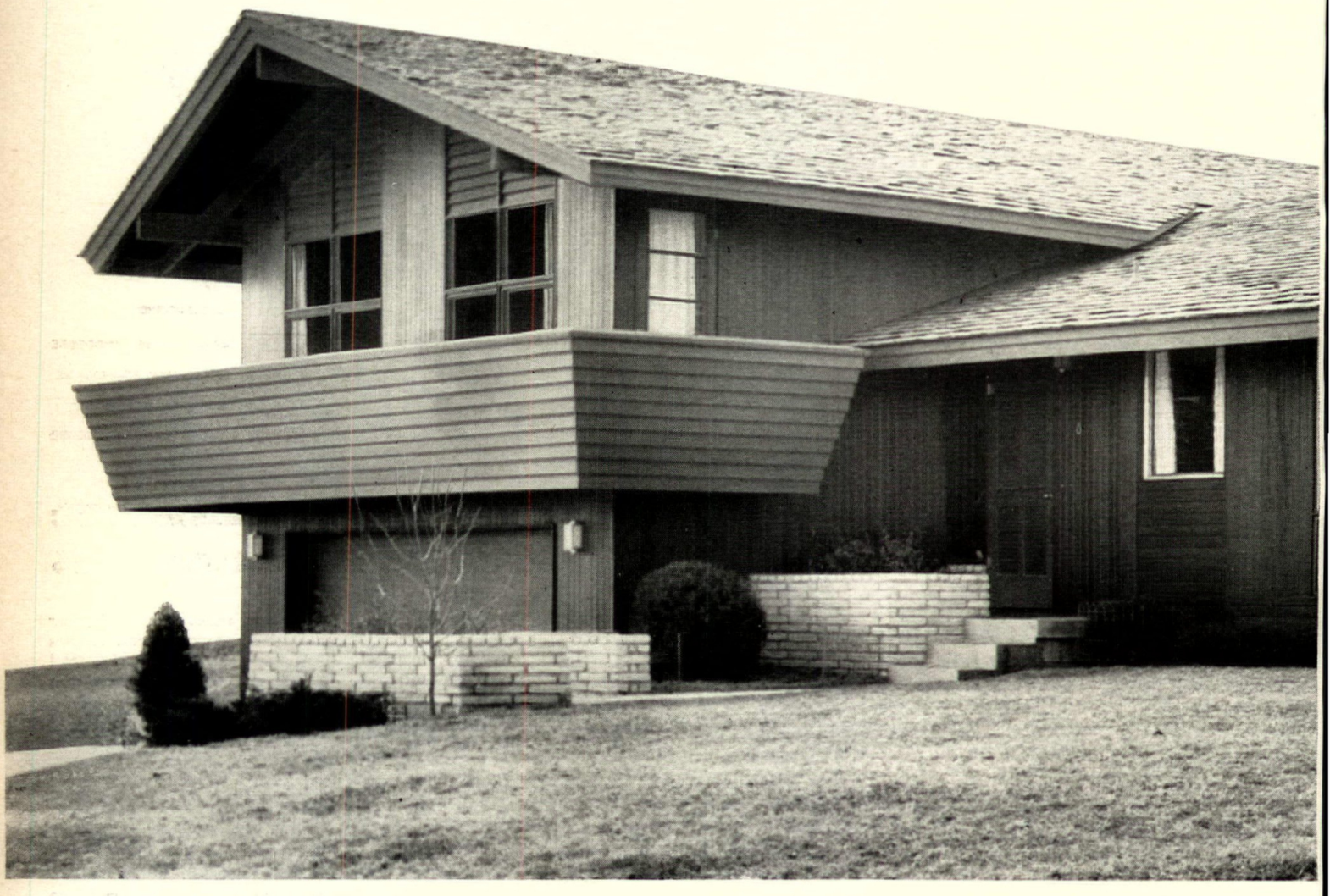
continued on p. 60

"Just like finding



A smooth-working team sparked the building of this handsome home. Advice on Insulite products came from Insulite's Edward E. Merrick (left). "The team work was simply unbeatable," says Builder Jed K. Giles (right), "and that's typical of all my dealings with Insulite."

Saves time, saves material . . . Bildrite Sheathing cuts easily, handles easily, goes up fast. It can cut sheathing time up to 46% when compared to wood. Virtually eliminates waste, too. Asphalt protected against moisture throughout, yet is permeable to vapor.



a crisp $100 bill"

...That's what Kansas City builder calls Bildrite savings

Builder-Engineer Jed K. Giles says, "The saving I made with Bildrite Sheathing was just like finding a nice crisp $100 bill . . . except that we knew just where and how to find it. The saving made us just as happy as the good-looking results we got on this $31,500 home, because every dollar bill counts in this market."

This award-winning tri-level home, sheathed with Bildrite, was chosen for the award by House & Home magazine. Named most popular in the Parade of Homes by The Kansas City Star, it was sold within 3 days after its first showing. Design was created by Linscott, Kiene & Haylett, Kansas City architects.

Jed Giles, active NAHB member, has used the full line of Insulite products ever since he started business.

• • •

Want to figure your own savings with Bildrite? Write for free literature and cost-comparison forms.

build better and save with

INSULITE

INSULITE, *Made of hardy Northern wood*

Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

INSULITE AND BILDRITE ARE REGISTERED T.M.'S U.S. PAT. OFF.

you'll "clinch" more sales in the bathroom*... with TILEMASTER Plastic Wall Tile

*(in the kitchen too!)

- Widest range of colors makes dramatic decorating possible.
- Easier application makes installations quicker—more economical.
- Lustrous, all-over contour makes selling easier.
- National Advertising creates customer acceptance.

Builders tell us that the turning point of many a home sale has been in the room decorated with Tilemaster plastic wall tile. All other things being equal, the gleaming Tilemaster walls turned the trick.

From the practical standpoint, Tilemaster offers you superior quality molded in America's widest variety of tile shapes and sizes. And the Tilemaster name, widely known through national advertising, gives you a valuable extra talking point. So design and build more with Tilemaster.

You'll sell homes faster with Tilemaster.

TILEMASTER

CERTIFIED DEALER Guaranteed Plastic Wall Tile

SEE OUR CATALOG IN SWEET'S FILE

TILEMASTER CORPORATION Dept. HH-71
4400 N. Harlem Ave., Chicago 31, Ill.
Please send me your color folder and sample tiles.

Name_____

Firm name_____

Address_____

City_____ Zone____ State_____

☐ Architect ☐ Builder ☐ Distributor

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14.7% while Wisconsin will have no change. North Dakota, Nebraska and Kansas, states with comparatively small housing market areas, will actually gain from 2 to 4%.

Northeast. New England should register more starts than last winter, keeping the regional drop from last year to only 3.6%. The Northeast has population factor in its favor: it has accounted for less than 21% of all starts in the two years though it has 26% of the US population.

In Massachusetts, prediction is that starts will increase 2.5% while those of these big states will drop: New York, —3.4%; New Jersey, —4.1% and Pennsylvania, —5.1%.

South. States in the mid-South are expected to show a 12% drop in housing starts, compared to —7.1% in the southwest and —2.9% in the south Atlantic states. Biggest drop: Kentucky's —23.8%.

Only two states will show gains over last winter: Florida, 4% and Mississippi, 3.2%.

The South has 24.7% of the US population, but has accounted for 29.5 of housing starts in the last two years.

West. Mountain states starts will be off 7.8% this winter compared to the regional decline in the West of 5.9%. Pacific states will drop 5.5%.

The forecast sees better days ahead for California, notes that the Los Angeles area in particular is recovering from the sharp fall-off of 1955. San Diego continues to buck the national trend, will have more starts this winter than last.

The starts forecast is one phase of Housing Securities new moves into market analysis. Coogan has opened a consultant division to his mortgage brokerage business, offers to local or regional market analyses for builders or producers.

PREFABRICATION:

PHMI moves to improve figures on production

Prefabbers are taking steps to gather really authoritative statistics about their own operations.

The lack of them—which even extends to figures on prefab output—has long been a weak spot in the burgeoning industry.

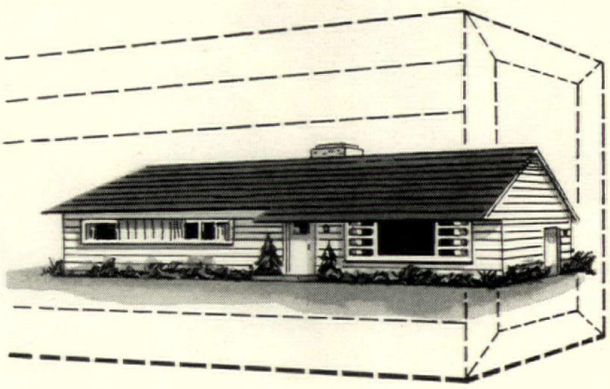
Now, the Prefabricated Home Manufacturers Institute and its new executive vice president, Conrad (Pat) Harness, are preparing to use a new method to develop data on such production elements as transportation costs, wage systems, merchandising and cost analysis. The institute expects to sign a contract with a private accounting firm, Price Waterhouse, to collect confidential statistics from member companies, distribute the resulting totals. Only the accountants will know what figures apply to any one firm.

The plan was suggested to PHMI at its fall meeting by Richard Jones, HOUSE & HOME advertising director who is himself a former prefab sales executive. Another Jones suggestion which Harness last month indicated PHMI may well accept: creation of an associate membership plan for materials manufacturers. The idea is to bring materials executives into closer contact with their big prefab customers in the hope of speeding up production of better parts and components for tomorrow's homes. One associate member would serve each year on PHMI's board of directors.

Meanwhile, Harness prepared to move PHMI into bigger quarters in Washington. He signed up for space in the Barr Building on 17th St. NW., only a few blocks from HHFA and FHA offices. He also plans to expand PHMI activities on Capitol Hill.

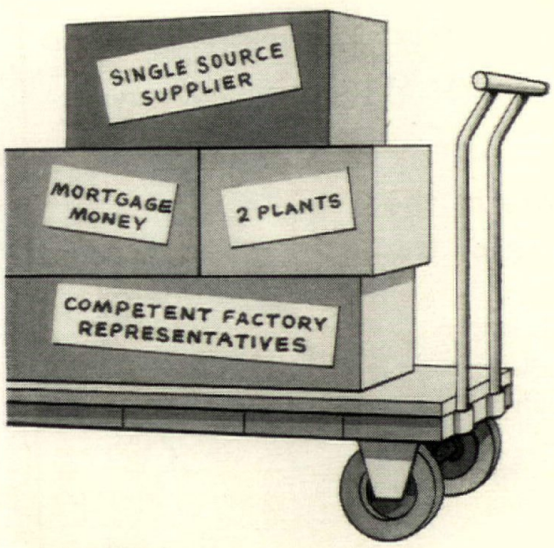
NEWS continued on p. 64

INLAND HOMES DELIVERS



Packaged Homes

A choice of over 80 different prefabricated models – sturdily constructed of top grade building materials. Fast to erect – under roof in a day with a crew of six.



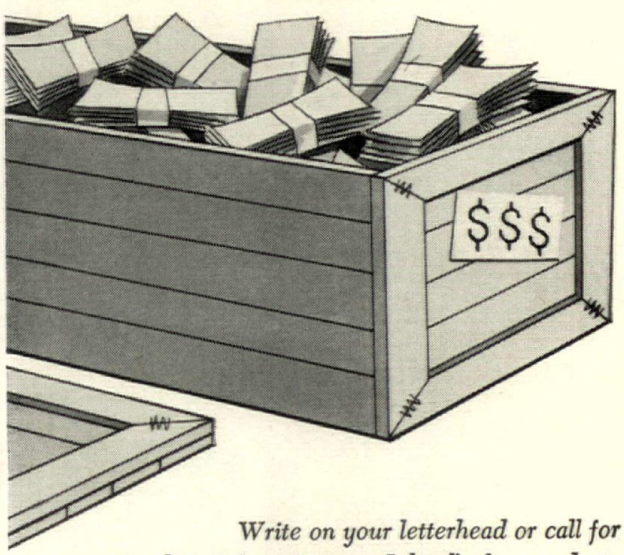
Packaged Services

Competent Factory Representatives in your area to assist you in finding land, mortgage money and construction funds.

Mortgage money – construction funds or permanent financing for FHA, VA or conventional loans arranged through local lending institutions or the Inland Mortgage Corporation.

Two plants to serve you – located in Piqua, Ohio and Hanover, Penna. with a combined capacity of 32 houses per day.

Single source supplier – enjoy the convenience and economy of obtaining most of your building requirements from one place. Cut down on scattered details and extra bookkeeping.



Packaged Profit

Solid profit is wrapped in the Inland package. Inland homes are *realistically* designed and priced within reach of 90% of all prospective home buyers. For instance, the 4-bedroom D-235 package sells for $3130.

Write on your letterhead or call for complete information on Inland's fine products and services. Better still – visit us and get first hand information.

Inland® Homes Corporation

501 College St., Piqua, Ohio, Box 915 • Phone 3880

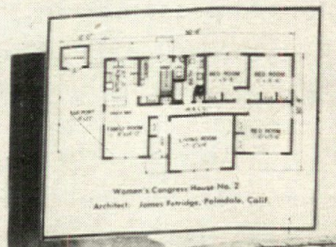
502 Diller Rd., Hanover, Penna., Box 137 • Phone 2-7279

CELOTEX SPARKS

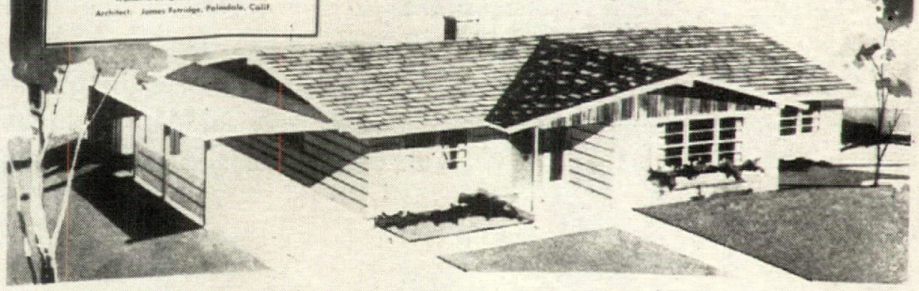
REG. U.S. PAT. OFF.

Women across the nation said:

"Give us the kind of homes we want"



and here they are in the Celotex 1957 Book of Homes



Based on Recommendations by The U.S. Women's Congress on Housing, with the Cooperation of The National Retail Lumber Dealers Association, Prominent Architects and Builders

See Plans Now At Your Celotex Dealer's

At long last, women across the nation have had their say about home design. And you'll see these beautiful, modern, women-inspired homes all over the land, once women know that these designs are available.

They came to Washington from every part of the country, these women representing you. They met at a Women's Congress on Housing, invited by Housing Administrator, Albert M. Cole. They brought ideas based on their knowledge of everyday family activities. Not gadgets and gimcracks, but the basic, long-wanted improvements in layout known to every woman who lives in and manages a home.

They spoke for you—the women of America—and your families. Their voices were heard. Now Celotex, long-time leader in building materials progress, is proud to take this step in bringing you the actual results of their ideas and inspiration—proud to share with Dealers, Architects and Builders, the privilege of announcing these beautiful, "feminine-touch" homes.

Send for 1957 Book Now!

The home illustrated is but one of several you will want to see and study. All are pictured and described in this exciting new Celotex "1957 Book of Homes." One more thrilling than the next. Don't miss seeing it, if you are planning to build an ideal home now, or in the future.

And see your Celotex Dealer!

He is the man who will show you complete plans of these 1957 homes. Work hand-in-hand with you and your budget. Show you how, with famous Celotex Building Products, to squeeze the most out of your building dollar. To cut costs as you add years to the life of your home. Let him work with your Builder to make one of these beautiful homes *yours* this very year.

Homemakers want these practical features!

- Most families need three bedrooms
- Ample closet and storage space
- A room for family activities
- Rear entrance with convenient half-bath
- Rooms that offer "quiet"
- Separate or semi-separate dining space
- Eating space in kitchen or family area
- Easy-to-see-out-of windows
- Medium-pitched roofs preferred by most
- Complete insulation—a "must" for year 'round comfort, for heating and air-conditioning economy.

Send Coupon for New "1957 Book of Homes!"

This colorful, beautiful 32-page book gives designs and floor plans for 19 charming homes of moderate cost—plus data for estimating cost of construction in your locality. You can obtain, from your Celotex Dealer, through National Plan Service, working drawings for any homes you select from this book, at nominal cost. Mail coupon with 25¢ in coin.

THE CELOTEX CORPORATION, Dept. L-37
120 South LaSalle Street, Chicago 3, Illinois

Please send me the new "1957 Celotex Book of Homes" giving designs for 19 beautiful homes of moderate cost—including House No. 2 shown above. I enclose 25¢ in coin.

Name

Address

City Zone State

Insist on genuine **CELOTEX** REG. U.S. PAT. OFF. **BUILDING PRODUCTS**

THE CELOTEX CORPORATION · 120 S. LA SALLE ST. · CHICAGO 3, ILLINOIS

See your Celotex Dealer Now for World-Famous Celotex Building Materials

CELOTEX INSULATING SHEATHING—Builds stronger walls, insulates, and is moisture-proofed. Guaranteed for the life of the building.

CELOTEX ASPHALT ROOFING—To bring to your home Triple Sealed protection of lasting durability, plus Color Harmonized beauty.

CELOTEX MINERAL WOOL INSULATION—An investment in comfortable, healthful living . . . for a home that is warmer in winter, cooler in summer.

CELO-ROK® GYPSUM PRODUCTS—Wallboard, plasters, lath for better walls, partitions and ceilings in new construction or home remodeling.

Insist on genuine
CELOTEX
Building Products
THE CELOTEX CORPORATION
120 S. LA SALLE ST., CHICAGO 3, ILLINOIS

NEW INTEREST IN HOME BUILDING

with New Big-Space Advertising in LIFE *and* The Saturday Evening POST

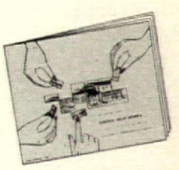
Based on Home Building Ideas from the U. S. Women's Congress on Housing

New action on the new home building front! New stimulus for your prospects . . . to make them stop *waiting* and start *buying—now!* That's what you can expect as a result of the Celotex national advertising campaign for '57 . . . in the top-circulation magazines, LIFE and THE SATURDAY EVENING POST. Each ad emphasizes *specific* conveniences for better living that women *asked* for at the Women's Congress on Housing . . . stresses sales points you can use to sell the homes *you* build!

This is a continuation of the Celotex national advertising program that aims to serve the entire building industry by helping to stimulate interest in home building throughout the country. The kind of advertising that for over ⅓ century has created national preference for the brand name Celotex.

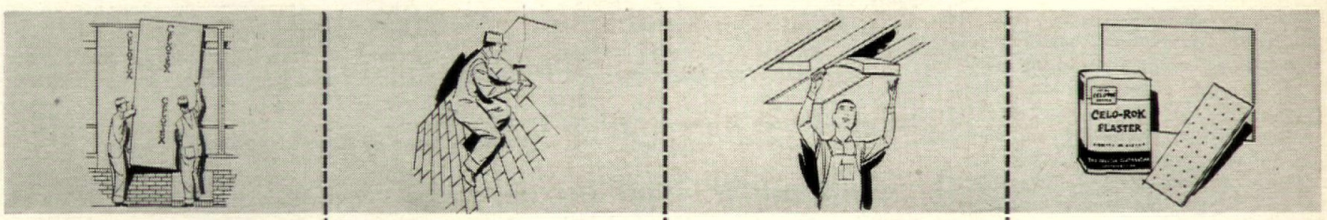
Your Celotex Building Products Dealer has complete details on availability of plans for these Women's Congress Homes. Ask him for the facts . . . as well as information on the Celotex Building Products. And tie in with this great new promotion by letting prospects know you build the kind of homes they *want* . . . with *genuine* Celotex Products.

Celotex "1957 Book of Homes" Features Houses Women Ask For!



Nineteen Celotex houses, including four based on recommendations of the Women's Congress on Housing, are colorfully displayed and described in this big 32-page 1957 Book of Homes. Your local prospects will find it filled with houses that will excite their interest in home-buying. It helps them select the type of home they want and gets them thinking of building, not "soon"... but *now!*

FEATURE THESE FAMOUS GENUINE CELOTEX PRODUCTS IN ALL YOUR NEW HOME CONSTRUCTION



CELOTEX INSULATING SHEATHING—Builds stronger walls, insulates, and is moisture-proofed. Guaranteed for the life of the building.

CELOTEX ASPHALT ROOFING—To bring to homes Triple-Sealed protection of lasting durability, *plus* Color-Harmonized beauty.

CELOTEX MINERAL WOOL INSULATION—An investment in comfortable, healthful living...for homes that are warmer in winter, cooler in summer.

CELO-ROK® GYPSUM PRODUCTS—Wallboard, plasters, lath for better walls, partitions and ceilings in new construction or home remodeling.

Build Better . . . Build with Genuine

THE CELOTEX CORPORATION
120 SOUTH LA SALLE STREET
CHICAGO 3, ILLINOIS

CELOTEX

REG. U.S. PAT. OFF.

BUILDING PRODUCTS

continued from p. 60

Oscar Associates

TWO MEN, ONE LIFT TRUCK UNLOAD CAR IN 25 MINUTES AT NRLDA EXPOSITION

NRLD EXPOSITION:

90% savings predicted with improved, efficient materials handling methods

Mechanized materials handling and unit packaging is making progress—but it is still painfully slow.

But the 6,000 Natl. Retail Lumber Dealers, at their third annual exposition in Chicago last month, were obviously impressed with the progress they saw. So also were the men who hold the key to the success of NRLDA's quest for better handling and packaging: 200 railroad men and ten big lumber manufacturers.

In a trackside demonstration, they saw a boxcar of lumber (with new-type wide doors) unloaded in 25 min. by a crew of two. Key to such speed: the lumber was packaged in 18 equal units so one lift truck could get at it easily and quickly. (For demonstration purposes two trucks were used but only one at a time.)

Fast as this may sound, it is not nearly as fast as envisioned by John Moeling, head of the Sterling Lumber & Supply Co. of Chicago and a pioneer in mechanized handling of lumber. Describing the operation to the audience at one of the exposition's trackside demonstrations, he said: "We can see ahead a possible movement of 1,000 b.f. per man per minute. That means one man could unload two cars of lumber in one hour. Now, we figure in Chicago that it costs $2 per Mbf every time we move lumber. We foresee almost 90% savings through more efficient handling."

What would that mean to the consumers of lumber? Answered Moeling: "Right now our handling costs account for one-third of the retail mark-up of lumber."

Moeling noted that to get lumber in the unitized packages dealers must request it—and not all manufacturers supply it. "We hope to get eight or ten mills shipping like this when we can get 40 or 50 retailers who will buy this way," he said.

Sadly, he conceded that 95% of all lumber now is loaded and unloaded by hand in single pieces.

What's needed? says Moeling: "We have to have more wide door box cars (15') and more bulkheaded flat cars. Without them it's impossible to ship unitized packages."

The materials handling show was just one of three demonstrations. (The others: components and power tools.) There were a record 200 exhibitors in the exposition, up 25% from the 1955 show in Cleveland.

Lu-Re-Co dealers sold 16,000 homes in 1956

The Lu-Re-Co program, retail lumber dealers answer to the prefab industry, accounted for 16,000 homes in 1956.

Raymon H. Harrell, director of the Lumber Dealers Research Council, told dealers attending a components clinic at the NRLDA exposition that this total would probably have been 20,000—but for the tight money market. Lu-Re-Co sales since the program started in March 1954 total 32,000, he said.

There are 1,100 dealers but only 60% actively promote the program, Harrell said. Heaviest concentration of sales is in the prefab belt—Illinois, Wisconsin, Indiana, Michigan, Ohio, western Pennsylvania and western New York.

There are now 26 Lu-Re-Co home styles offered in the plan book—13 of them recent additions to the line. Ten of the latter are successful models previously offered by individual Lu-Re-Co dealers. Three are homes based on ideas aired at the Women's Housing Congress.

NRLDA directors support flexible FHA-VA interest

Directors of the Natl. Retail Lumber Dealers Assn. have joined the industry clamor for a flexible FHA and VA interest rate.

Meeting in Chicago, the directors expressed concern over declining housing starts and tight money, proposed that Congress give a committee of government fiscal and housing administrators authority to adjust FHA and VA interest rates semi-annually.

Among reports heard by the directors:

▸ New President Paul R. Ely said that an NRLDA committee met jointly with ten representatives of the Natl. Lumber Manufacturers Assn., agreed on a cooperative program for employe training and changes in the manufacturers' point of sale displays. NRLDA suggested the manufacturers put more money into consumer advertising.

▸ H. R. (Cotton) Northup, executive vice president, voiced concern over a 7% increase in freight rates sought by railroads. Support of HHFA and the Dept. of Commerce in opposing the hike because of its effect on lumber prices had been asked.

ALS group to reconsider 'battle of boards' issue

The Battle of the Boards will be renewed next month in Chicago.

The American Lumber Standards committee, which last May approved a ¾" thickness to replace 25/32" as a requirement for 1" boards, has rescinded that action. It will take up the matter again in February.

Nominal reason for the rescinding action was a legal question: was there actually a quorum at the May meeting which approved the change? Because the ALS committee is quasi-public, members decided to start over from the beginning so there would be no question about the legality of the decision.

Although the majority which approved the ¾" thickness last May seems to remain intact, (mostly west coast lumbermen) there are indications that there will still be a bitter fight in February.

NRLDA asks moisture limit

Directors of the Natl. Retail Lumber Dealers Assn. took another look at the problem last month at their annual meeting, decided that if ¾" thickness is to be approved, there should be some limitation on moisture content. This is essentially the same stand taken by the Southern Pine Assn. whose representative opposed the majority action last May. (Southern pine is all kiln-dried.) Unless there is some moisture content limit, NRLDA instructed its representative on the ALS committee to vote for 25/32".

Last spring, Executive Vice President H. R. (Cotton) Northup, representing NRLDA on the ALS committee, wanted moisture content requirements but finally agreed to a ¾" board without them.

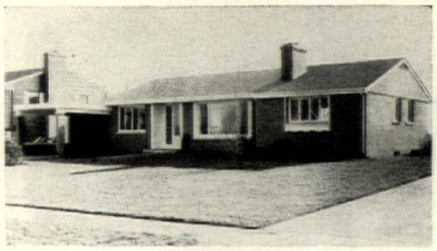
NRLDA's argument: the line has to be drawn somewhere. A ¾" green board, by the time it dries is a 23/32" board. Says Northup: "Our responsibility in this matter is to protect the consumer."

'Act or government will'

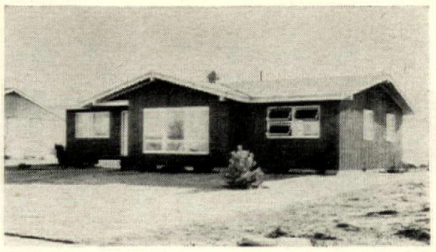
Much more delay may bring federal intervention. FHA Commissioner Norman Mason, a lumber dealer himself, warned NRLDA: "The lumber industry has got to settle this matter or the government will assume responsibility and settle it for you."

FHA touched off the Battle of the Boards last spring when it refused to accept boards stamped ¾" under new West Coast lumber grading rules. It later agreed to accept ¾" instead of the required 25/32" pending industry agreement. Before any change in the width regulation goes into effect it must be approved by the US Dept. of Commerce.

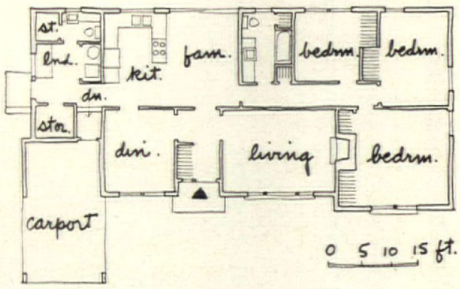
Commerce has been polling manufacturers since last June to see if they will accept the ¾" thickness, will reportedly put the new ¾" regulation into effect immediately if the ALS committee approves it again next month.

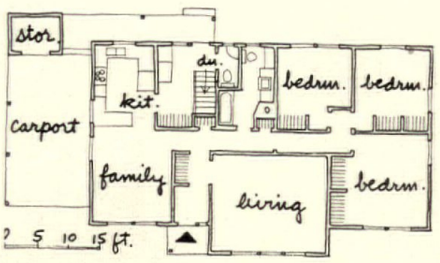


Large ranch has 1,623 sq. ft., full basement. Estimated cost: $30,000 plus lot.



Smallest of three homes has 1,418 sq. ft., no basement, was built of component parts to demonstrate lumber dealers' Lu-Re-Co system.





SEQUEL—WOMEN'S HOUSING CONGRESS:

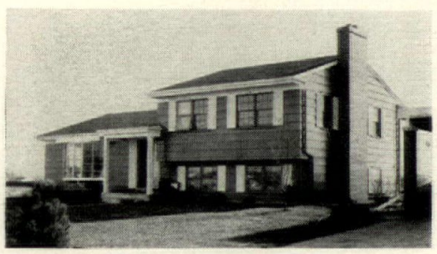
'Houses the women want' prove expensive; NRLDA builds three, priced $20,000 to $33,000

Did the Women's Housing Congress have any idea how much it costs to build a home?

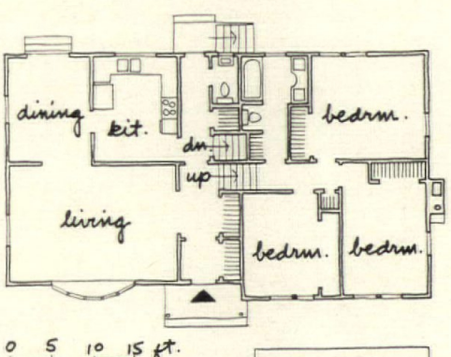
Apparently not.

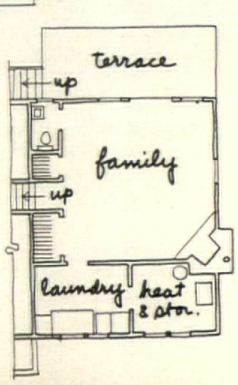
The evidence was put on display last month: three homes in Munster, Ind. (23 mi. southeast of Chicago) built by the Natl. Retail Lumber Dealers Assn. and embodying most of the features asked by the 103 women.

The women had talked of homes in the $10,000 to $15,000 price range. The homes which were built to their specifications would cost a buyer $20,000 to $33,000—without the lot—on the Chicago-area market.



Split level home has 1,992 sq. ft. Price estimated $33,000 plus lot. NRLDA has sold model.





NRLDA's outgoing President R. A. Schaub admitted the three homes are gimmicked-up, despite stress laid by the Women's Congress on more space, fewer gadgets (H&H, June '56). But Schaub estimated that stripped down the homes would still have to sell for from $18,000 to $30,000, without lot.

Lumber dealers went to much trouble to make sure the homes reflected what the Women's Housing Congress said it wanted. NRLDA had National Plan Service architects design the homes with the women's recommendations before them. Changes were suggested by HHFA officials who ran the Housing Congress in May. Finally the completed plans were shown to some of the women who attended the Congress. They put a gleeful stamp of approval on them.

Two are one-story, as the women asked. One is a split level, much like the common Long Island breed.

The homes are interesting but not challenging. They have the family room, three bedrooms and plenty of storage space; two have the formal dining room asked by the Women's Congress. (But two also have snack bars specifically vetoed by the women.)

All three have a separate entry and are so designed that there is a "quiet zone" apart from the living area. All three have a separate utility-laundry area.

'Extreme style' avoided

As the women proposed, the homes avoid "extreme styles" of design. They are, in fact, quite conservative.

One midwest tradition unaccountably persists. Despite the size (1,418, 1,623 and 1,992 sq. ft.) and price, none of the homes has two full baths in the bedroom wing. Instead, the two smaller homes have one full bath near the bedrooms and a lavatory off the utility room. The large split-level has one full bath and two lavatories—one off the lower-level family room and one inside the back door.

Naturally, NRLDA used much wood in the three homes. All are frame (though the middle-sized one has a brick veneer) and all three have extensive wood paneling inside.

The smallest home provides a demonstration of what can be done with components; it is made of Lu-Re-Co component parts.

The three homes were opened Dec. 9 for the NRLDA directors meeting and exposition. They were opened to the public the following weekend. They were built by Lakeshore Construction Co., a firm headed by Schaub's son.

Reaction varies

Reaction of building professionals who saw the homes was mixed. Typical lumber dealer reaction: "Outstanding." Commented an editor of a women's shelter magazine as she viewed the $30,000 model: "What a lot of wasted space! And they chopped it up into so many little rooms."

NRLDA expects to reap much publicity for its building efforts. Executive Vice President H. R. (Cotton) Northrup told directors that several consumer magazines and NBC's "Home" television show will report extensively on one or more of the homes next year.

Directors were urged to build prototypes of the three in their hometowns for public exhibition. All three homes will be added to the Lu-Re-Co line.

MATERIALS BRIEFS

Small lumber mills close

Falling lumber prices have finally forced many smaller mills in the Northwest to close until the market picks up.

Lumber prices are so close to what the mills have had to pay for logs there is virtually no profit margin.

Because of the shutdowns, most lumbermen forecast no further drop in prices this winter. In fact, some wholesalers are beginning to have trouble finding lumber to fill advance sale commitments.

Fir plywood still remains at its 1956 low: $67 for ¼" AD. Well-loaded 2 x 10 green fir dimension is the best construction grade in that specie now, is bringing $67-$70 at the mill. 2 x 4 is down to $64 and as low as $60 in transits.

What's expected on prices

Here is what the Commerce and Labor Depts. prophesy for building materials prices next year:

"Construction costs are expected to rise, but at a rate slightly lower than in 1956. Materials generally should be in adequate supply with no more than minor spot shortages likely, because of extensive gains in plant capacity and record production levels."

Expansion plans pushed

National Gypsum is going ahead with its multi-million expansion program despite the slump in housing.

Chairman Melvin H. Baker blames a current drop-off in the company's sales and earnings on tight mortgage money which has held down housing. Between 50 and 60% of National Gypsum's output normally goes into new homes.

But Baker figures housing will spurt again by the time the new facilities get into production. He predicts at least 1.3 million homes will be built in each of the next three years. After 1960, he prophesies, this "minimum should increase."

continued on p. 68

Now, new exterior plywood with

WHAT COULD BE SIMPLER? Duraply can be nailed right to the studs with no sheathing, no building paper. Big size of panels means you can close in a house in a day . . . save extra material and cost of installing them.

overlay faces cuts building costs

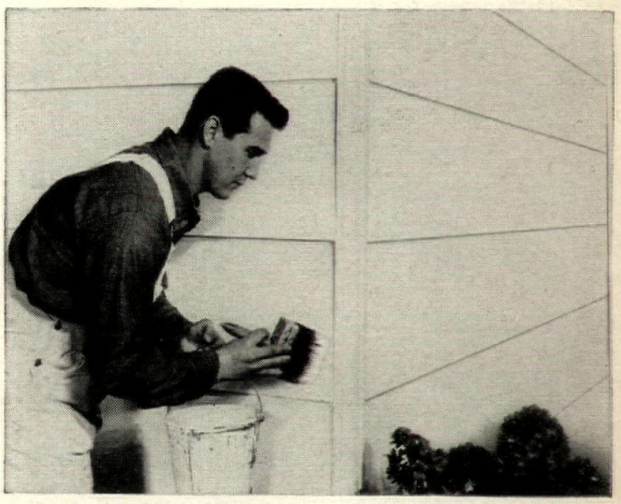
Easy-to-work Duraply
Siding needs no sheathing—
no priming coat

Now you can make real savings in construction time and cost with new Weldwood Duraply . . . and what a whale of a difference it's going to make in your profits! Duraply is exterior grade plywood with permanently bonded faces of tough, smooth Crezon. And that Crezon overlay makes Duraply completely unlike any other type of plywood you've ever worked with. Now—with Duraply—you can:

1. Save price of sheathing and cost of installing it. In areas where building codes permit, you can use Duraply as a sheathing-siding *all in one!* No separate sheathing needed. You can actually nail Duraply right to the studs. For this, Duraply should be used in a minimum of 3/8" thickness. You'll want to use Duraply for gable ends and soffits, too.

2. Save on painting costs. The supersmooth Crezon surface of Duraply takes paint better and holds it longer than a wood or shingle surface. Two coats of paint on Duraply actually give the same protective cover as 3 coats on ordinary wood surfaces. Strong, durable Duraply is completely weatherproof—stands up to water, harsh sunlight, drastic temperature changes.

Duraply is available in v-grooved (to give the effect of random-width planking) and plain panels. Panels go up quickly, can be fabricated with ordinary tools. Available with Crezon overlay on one or both surfaces. Panel sizes: 4′ x 8′, 4′ x 9′, 4′ x 10′; five thicknesses, from 5/16" to 3/4". Duraply is also available in precut lap-siding. The lap-siding panels are cut 12" x 8′ and 16" x 8′ in 3/8" thickness, packaged 10 panels to a carton. Furring strips are preattached to the bottom edges to provide a deep shadow effect and backup wedges are included in each carton. Aluminum corners are also available. For information and a free sample of Duraply, send the coupon below. You can see Duraply at leading lumber dealers or at any of our 87 offices in principal cities. In Canada: Weldwood Plywood, Ltd.



PAINTING IS A SNAP WITH DURAPLY. You not only save cost of primer and labor, but also the drying time. A Duraply-built house can be completely painted while an ordinary house is still getting its finish coat.

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A product of
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Weldwood—The Best Known Name in Plywood

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SEND ME full information and free sample of new Duraply.

NAME.....

COMPANY.....

ADDRESS.....

CITY.....STATE.....

continued from p. 65

Comeback effort planned

Fifty manufacturers of central hot water heating systems have organized in an effort to regain the prominence in home heating they enjoyed in the 20's.

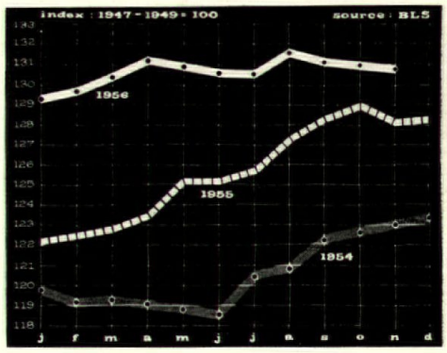
In that era 50% of all homes had hot water systems. Only 30% of existing homes now have such heating and only 10% of new homes are so equipped.

One encouraging note: despite the decline in housing starts last year several manufacturers reported an average 4% increase in sales. Reason: hot water systems are more common in larger, more expensive homes.

Windowless kitchens

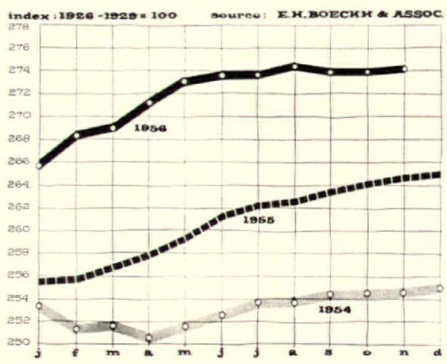
Washington, D.C. has just amended its building code to permit windowless kitchens (up to 100 sq. ft.) in apartments. The permission doesn't apply to houses, but it's a trend.

NEWS continued on p. 73



Materials prices drop 0.2%; lumber continues to slide

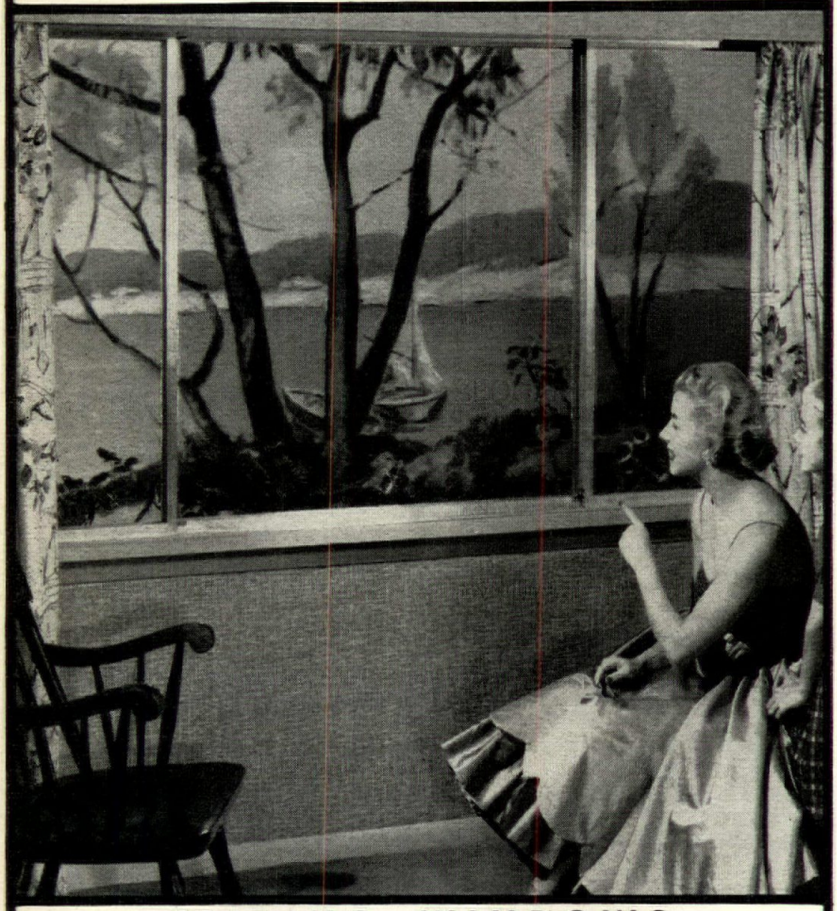
Building materials costs dropped 0.2% in November. They now stand at 130.8, compared to 131 in September and October. The index is still 2.1% ahead of its November 1955 level. Soft lumber prices caused the November drop. The lumber and wood products index declined 0.5% to 121.5 (off 2.8% from a year earlier). Prepared paint costs went up 1.2%, bringing the total advance for the year to 7.5%. Concrete and structural clay products moved up slightly but prepared asphalt roofing dropped 2.6% from October.



Higher labor costs push Boeckh index up 0.2%

Boeckh's building cost index for residential construction went up 0.2% to 274.1 in November. Col. E. H. Boeckh attributed the rise entirely to wage increases, not to materials costs. Boeckh expects the cost index to continue climbing early next year due to 1) existing wage contracts which provide for automatic increases Jan. 1 and 2) the probability that railroads will be granted a freight rate increase. Such a hike would most affect long haul freight, notably lumber and steel.

THE Fleetlite
Rhapsody in Glass



SLIDING WINDOWS

SLIDING DOORS

DOUBLE, DOUBLE HUNG WINDOWS

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Glass — bringing light, vision, beauty to our new construction is offered by Fleet in matching frames of extruded aluminum. Engineering has solved the problems of weathertightness and ease of ventilating. Good design has made it practical to mix different styles in the same building.

Now you can have complete freedom and use sliding glass doors, either double hung or horizontal sliding windows and as a special feature a Jalousie window or door.

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Floor above illustrates natural color variations in Birch Woodgrain KenRoyal Vinyl. Wall Base is brown Kencove.

New WOODGRAIN KENROYAL plank style vinyl... easy-to-clean resilient floor with the look of fine hardwood

Panel below shows Mahogany Woodgrain.

Something your clients have always wanted . . . the distinctive look of gleaming, freshly waxed wood floors without the care these demand. New Woodgrain KenRoyal vinyl flooring, more beautiful than wood itself, is now available in smart new 4″x36″ plank style in Standard Gauge (.080″) and ⅛″ gauge. Stunning Birch and Mahogany colors provide the natural variation of shade found in hardwood flooring; give you new decorating freedom for every type of room.

Woodgrain KenRoyal is homogeneous vinyl; long-wearing, resilient, greaseproof, and one of the easiest floors to clean. Tile-deep colors won't wear off. It can be installed on any firm, smooth, clean interior surface; even over concrete that is in contact with the earth if KenGrade (660) Adhesive is used, providing slab is 12″ above surrounding grade level and drainage is away from the building. For samples write on your letterhead to Kentile, Inc.

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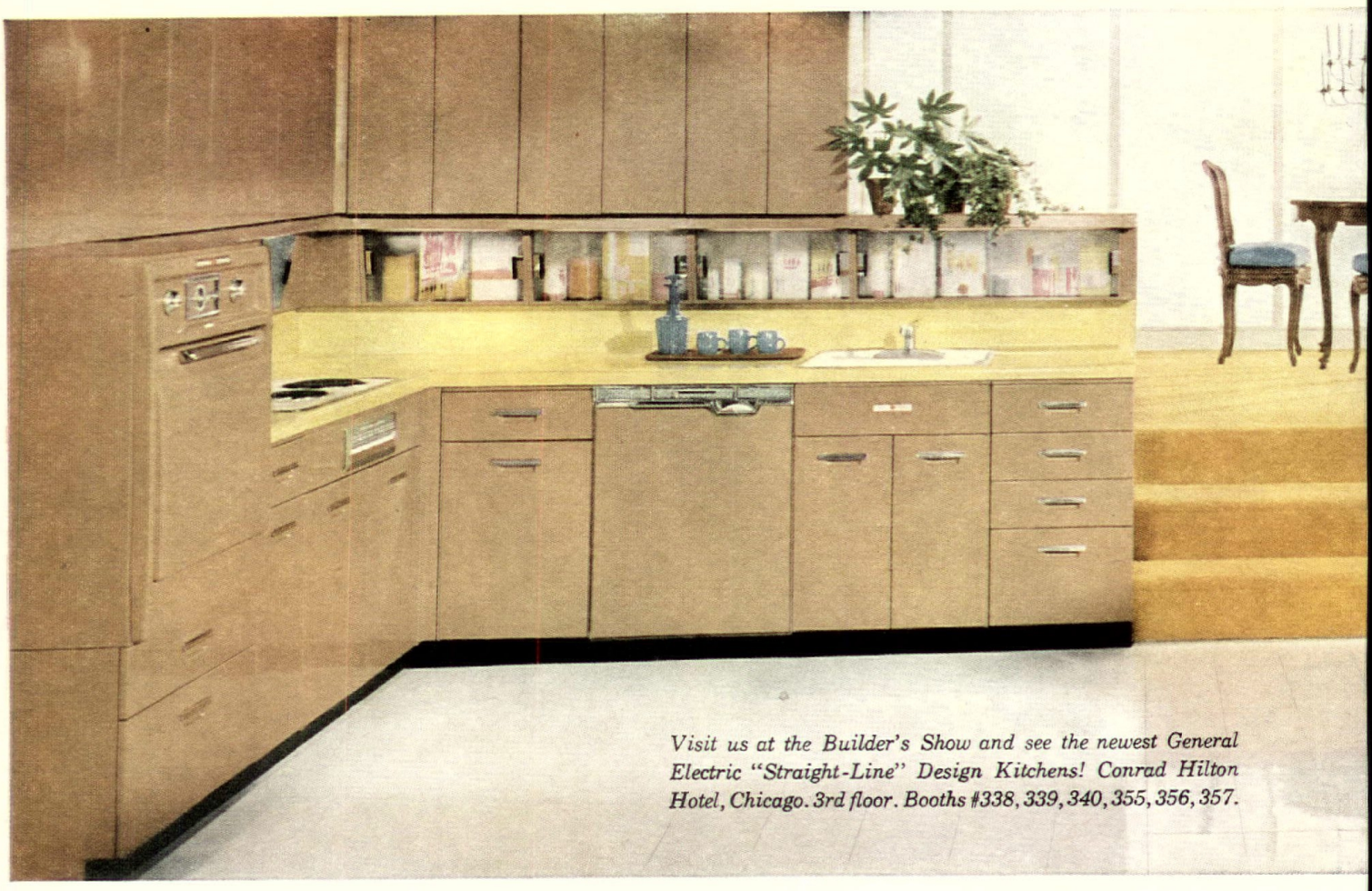
Makers of KENTILE * KENCORK * KENRUBBER * KENFLEX * KENFLOR * KENROYAL *Reg. U. S. Pat. Off.



Visit us at the Builder's Show and see the newest General Electric "Straight-Line" Design Kitchens! Conrad Hilton Hotel, Chicago. 3rd floor. Booths #338, 339, 340, 355, 356, 357.

New General Electric "Straight-built-in kitchens without

Your G-E distributor can give you so much help—from plans right through to sale!

Help in planning! General Electric's Custom Kitchen-Laundry Design Service will help you in designing kitchens, improving layouts.

Help in color styling! A General Electric Distributor builder specialist works with you on appliance deliveries, installation, even on color coordination.

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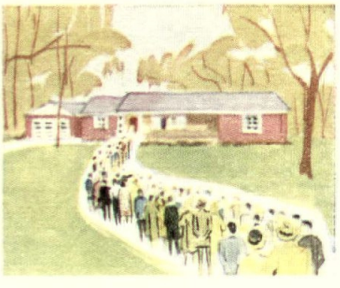

Help in selling! You get on-the-spot demonstrations of your General Electric Kitchens by experts—everything you need for sales action!

Send this now!

GENERAL ELECTRIC COMPANY, HOME BUREAU
Appliance Park, Louisville 1, Kentucky

Yes! Send me by return mail General Electric's free builder handbook containing complete information on the new General Electric "Straight-Line" Design Kitchens.

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STREET ADDRESS.....
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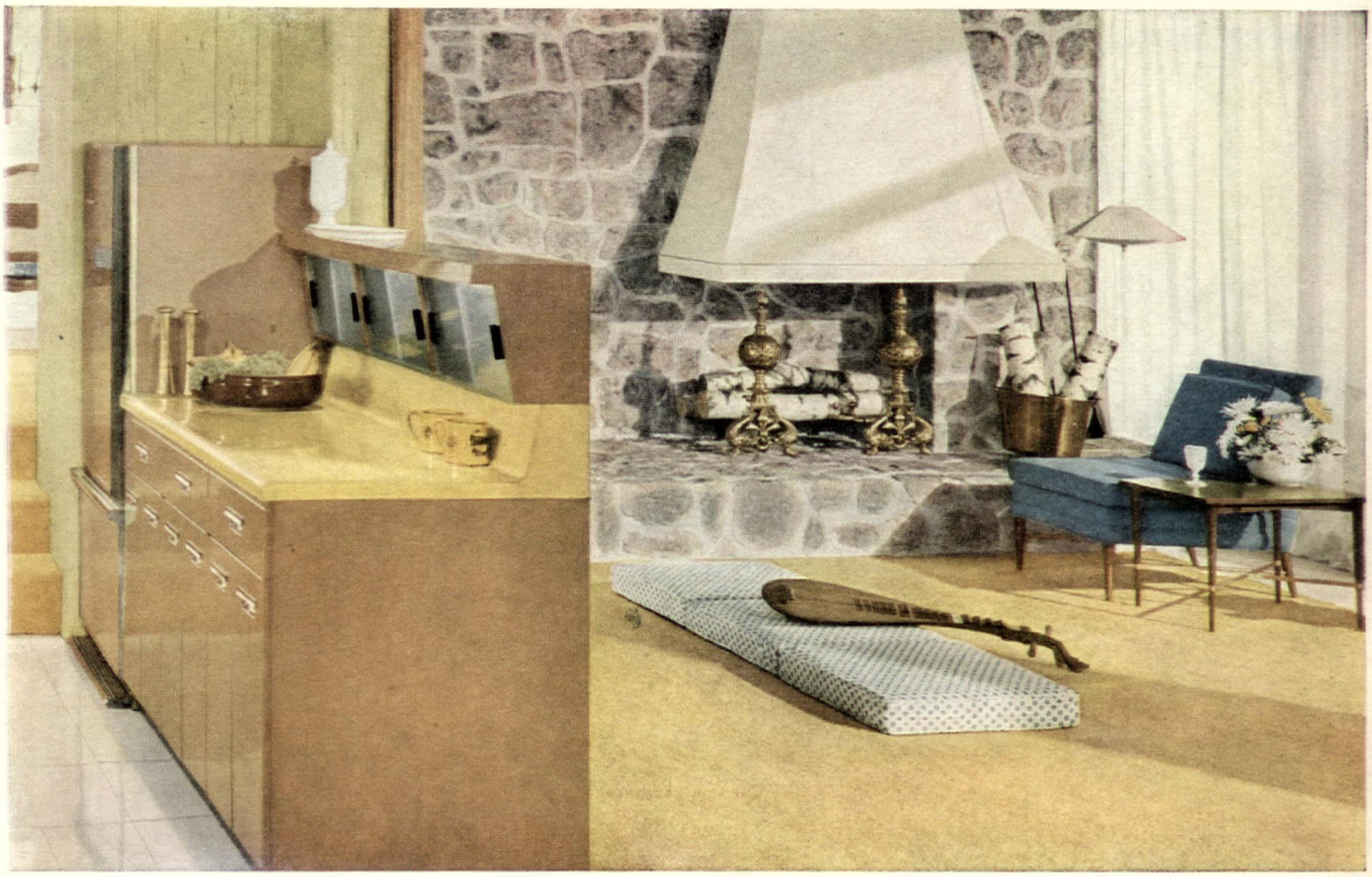


Line" Appliances give you the look of built-in expenses!

No rounded corners! No bulging sides! Every appliance fits *flush.*

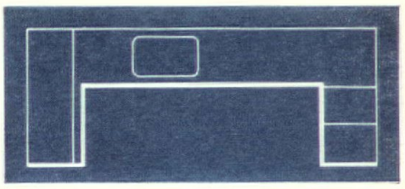
That kitchen in the picture looks every inch a built-in. You can *see* that.

But there's one big difference: actually this kitchen is a grouping of easily installed free-standing components. All appliance sides are *flat.* All appliance corners are *square.* All appliances fit *flush.* This is the new General Electric "Straight-Line" appliance concept.

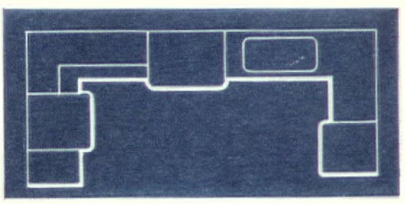
Think of what this means to your prospects: the latest in kitchens . . . *with the brand name women prefer*—General Electric.

You can start putting these kitchens in your houses tomorrow. *No* waiting. They'll suit "U", "L" or "Island". . . or any layout you have in mind. They're available in a multitude of sparkling color and design variations. They'll fit any price house you are building . . . $9,600 to $96,000.

See your General Electric distributor or dealer—or write: General Electric Company, Home Bureau, Appliance Park, Louisville 1, Ky.



New G-E "Straight-Line" Design.



Gone is the old jig-saw line.

GENERAL ELECTRIC

THERE'S BEAUTY IN

Birch Randomwall

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The Randomwall Birch panels here are held in place by Atlas Plywood's perfected all-metal curved spline joint to insure freedom from warping or buckling.

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BEAUTIFULLY AT HOME IN ANY TYPE HOUSE

The charm of Randomwall, like this fine exotic Birch paneling by Atlas Plywood, converts shoppers to buyers — buyers to satisfied customers.

It's easy — and inexpensive to give your prospects the extra luxury of Randomwall. Randomwall is simple to install in big 4′ x 8′ sheets and is *completely* pre-finished. You just put it up — then sign up your customers!

Randomwall has real sales-appeal in all its six varieties — real profit in all its many features. Best of all, Randomwall is in the lower or moderate price range at lumber dealers across the nation.

Sell your homes faster by featuring Randomwall by Atlas Plywood Corporation, 1432B Statler Building, Boston 16, Massachusetts.

continued from p. 68

AIR CONDITIONING:

New survey finds 'immediate market' for 250,000 central cooling units

There is an immediate market for more than 250,000 central air conditioning systems in US homes today.

That many families definitely plan to either buy new homes with central cooling or air-condition their present homes, according to a nationwide survey made for DuPont by New York Pollster W. R. Simmons.

The survey also shows that an overwhelming 86% of all homeowners who already have central air conditioning (more than 400,000) are "completely satisfied." Eight out of ten of them say they "will never buy another house without complete cooling."

Chief advantages cited for air conditioning are "general comfort", "price features" (such as higher house resale value) and "cooling throughout the house." Secondary likes include healthier living, clean air and humidity control.

Though satisfied, the air-conditioned families volunteered improvement builders and dealers can make. Their chief concern is noisy operation (though they do not differentiate between air noise and equipment noise). They also want better cool-air distribution, better installation practices and more automatic temperature control. On the other hand, surprisingly few (8%) complained about operating costs.

A few complain

Other advice for builders comes from the relatively few (14%) homeowners who are not satisfied. The main reasons are insufficient cooling capacity and poor on-the-job engineering. The lessons here are that builders and dealers must give more attention to proper sizing and installation.

What of people who do not have central cooling? The survey shows that "exposure to air-conditioning either at work or in the homes of friends and neighbors" is the most powerful influence in making people want air-conditioned houses.

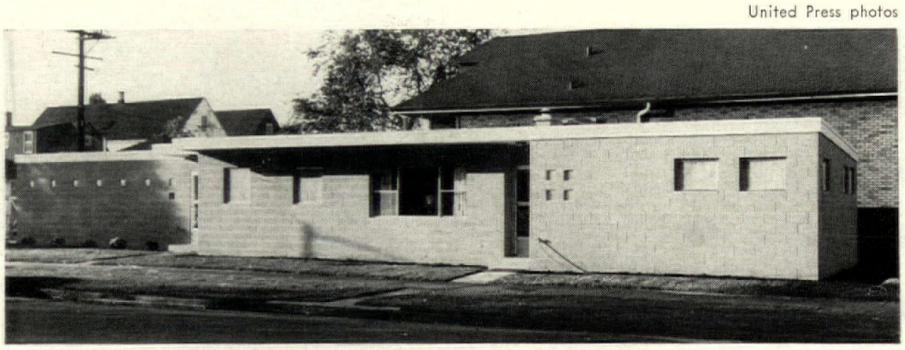
Among people without air conditioning, 1.8% of those interviewed plan to buy it in the immediate future. This percentage applied to the 15 million families represented in the country-wide sampling gives 270,000 families with definite buying plans. Among families who live next to air-conditioned houses, active interest jumps to 5.8%.

From room unit to central

Another group of potential air-conditioned house buyers are people who now have room coolers (an estimated 4 million families). For instance, 38% of people in centrally air-conditioned homes today formerly had room coolers.

The survey also shows that an even bigger market could be developed by more aggressive selling and educational programs, says W. A. Bours of DuPont's kinetic chemicals division. He points out that 64% of homeowners without air conditioning say they know nothing about first-cost or operating-costs of central air conditioning. Builders must get these facts across when selling air-conditioned homes.

United Press photos



RAMSEY BLOCK-HOUSE IS STYLED LIKE CONTEMPORARY SOUTH FLORIDA HOME

Chicago official builds $12,000 house of concrete block

Inexpensive homes *can* be built in high-cost Chicago. The proof: a new house designed and built by City Building Commissioner George L. Ramsey for his own family.

It cost about $12,000 (excluding air conditioning, garage and built-ins) compared to $16,000 for the average tract home of the same size around Chicago.

Structurally, the house is simple: slab floor and roof, concrete-block walls filled with insulation. It has three bedrooms, bath and a half, living room, kitchen-dinette, utility room and six closets (1,170 sq. ft.).

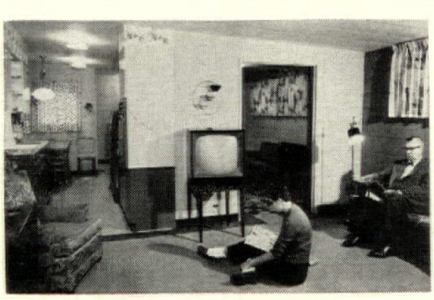
There are no hallways. The block walls are unplastered but painted. Window sash is aluminum and all but the living room picture window can be lifted out for easy washing. Heating ducts are imbedded in the slab floor.

Ramsey, a registered architect, designed the house as his personal contribution toward cracking an urban renewal problem. There are thousands of seemingly useless and cheap 25′ lots scattered around old Chicago neighborhoods. Speculative builders won't touch them. High costs inhibited home-seekers from buying and building on contract. Ramsey set out to set an example of an inexpensive home on an inexpensive lot to encourage low-income families who can't afford higher priced homes in the suburbs. Ramsey's house, 22′ wide on a 34′ lot in in the much rehabilitated Back of the Yards neighborhood (H&H, Nov. '55), is 3′ wider than is practical for a 25′ lot, but his basic design will fit the smaller lot, he says.

What seems equally important is that the structural scheme used by Ramsey can be employed on any size home. He took 2½ months to build his house, estimates that an operative builder could start 100, finish the first in 30 days and complete the rest at a one-a-day rate.

Would fussy Chicago home buyers accept a concrete block house? Ramsey isn't sure. But since mid-October, when Chicago newspapers published a story and photos about his house, he has been swamped with requests for plans.

Ramsey has announced he will make a gift of his plan and research to the building industry. He has discussed the idea with two groups of builders and realtors whom he hopes will use the plans to build inexpensive homes for sale. And he is working on two alternate designs—one a tri-level—both concrete block houses.



RAMSEY AND DAUGHTER IN LIVING ROOM

Carrier plans expansion; expects to double volume

Carrier Corp., expecting to double its dollar volume by 1960, has announced a $30 million expansion program to be completed in two to three years.

Production and research facilities in Syracuse will be expanded as will the plant of Carrier's Day & Nite subsidiary near Los Angeles.

Board Chairman Cloud Wampler predicts Carrier's volume will reach $400 million by 1960 and that the entire air conditioning industry will be producing and selling 600,000 central cooling units a year by then.

Wampler said he expects 1957 central unit sales to reach 250,000 units. This compares to an estimated 170,000 to 175,000 last year and 125,000 in 1955. He predicts only a slight gain in window unit sales over the 1.6 million of 1956.

The Air Conditioning & Refrigeration Institute forecast for 1957: 200,000 central unit sales, 1,750,000 window units.

Carrier's expansion plans are probably the biggest in the industry. Other air-conditioning firms that have recently announced expansion plans include GE with a new plant in Tyler Texas, Westinghouse with a new plant in Staunton, Va., and Trane which is expanding present facilities in LaCrosse, Wis.

Cement pinch is forecast by Congressional group

Will cement shortages plague home building this year?

Says a 72-page report to the House small business committee by its professional staff: "Indications are that cement may be in tight supply again in 1957, and that successively larger shortages are in store for later years."

Big problem is the federal highway program. The report prophesies there will be barely enough cement this year—based on 90% use of capacity—and a considerable shortage by 1960 when road building reaches its peak. Cement makers, as usual, belittle shortage talk. Says President Smith W. Storey of General Portland Cement Co.: "I think there will be shortages only in a very few spots."

NEWS continued on p. 77

GAS

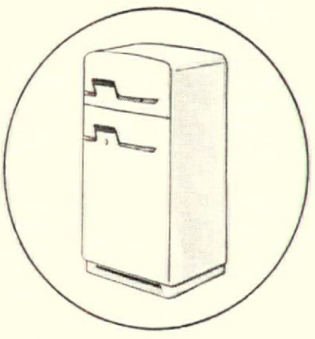
in the kitchen, the laundry, the utility room

helps sell the whole house!

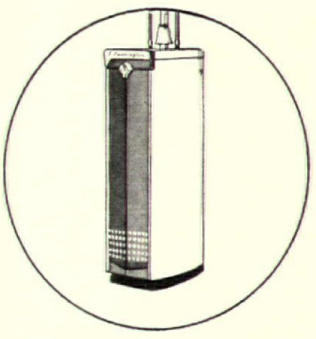
It's the modern, economical, dependable fuel for

COOKING
Today's Gas ranges are faster, cleaner, completely automatic!

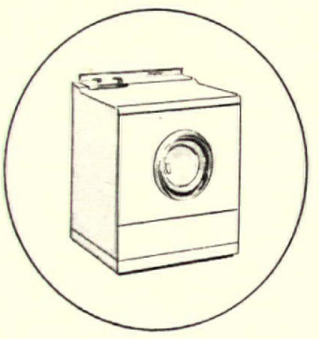
REFRIGERATION
Only a Gas refrigerator makes ice trays obsolete!



WATER-HEATING
Gas water heaters heat more water, work faster, too!

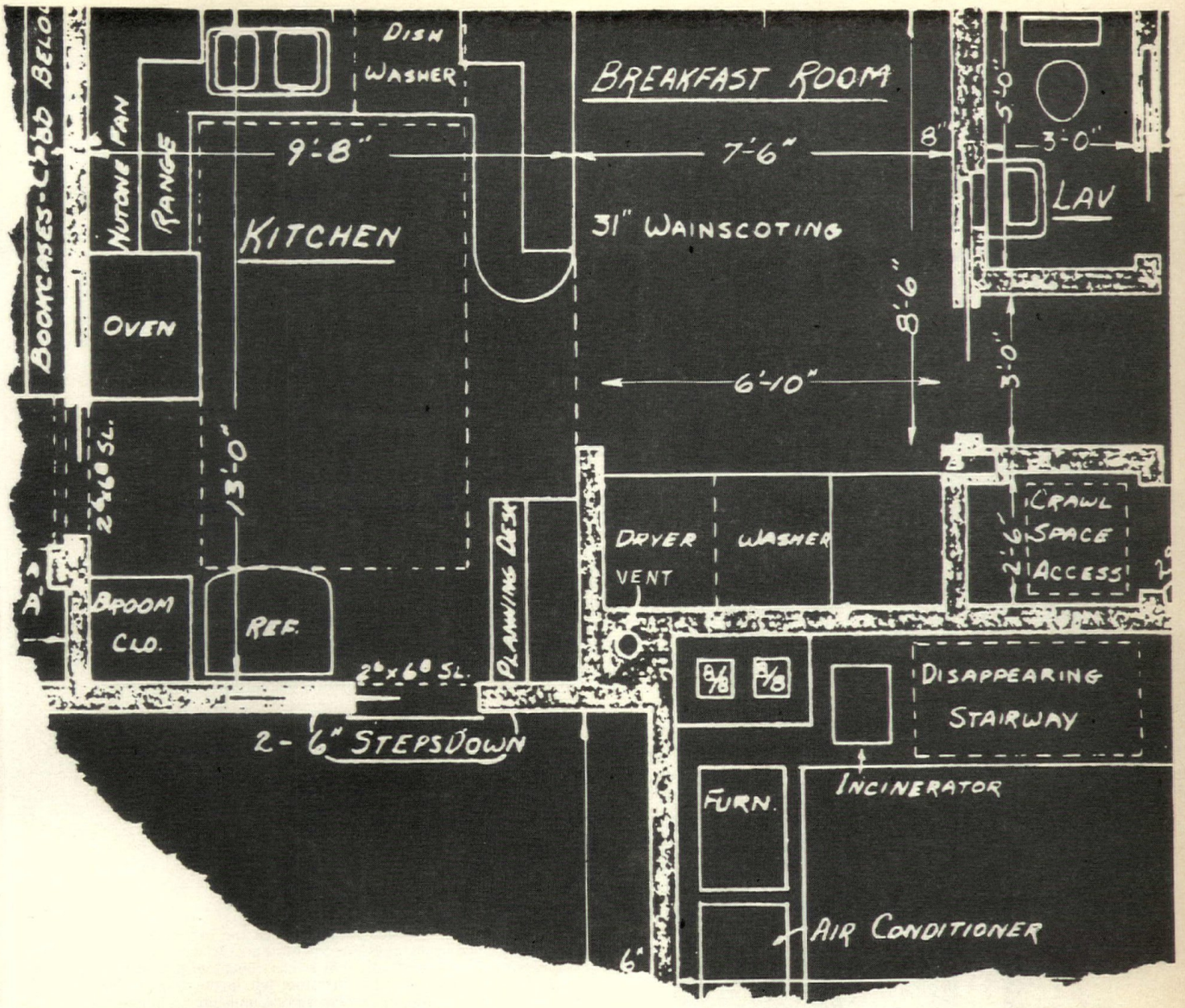


CLOTHES-DRYING
Gas dryers dry clothes like a summer breeze!



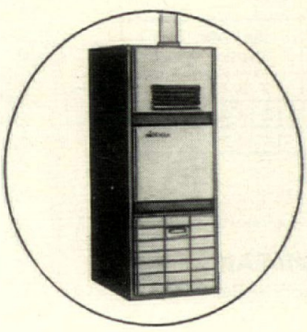
Only **GAS**

AMERICAN GAS ASSOCIATION



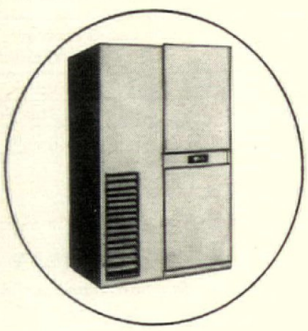
HOUSE-HEATING

Gas furnaces eliminate fuel deliveries! They're cleaner, too!



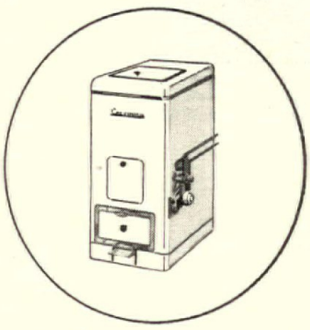
AIR-CONDITIONING

A Gas air-conditioner cools the whole house . . . economically!



INCINERATION

Gas incinerators end smelly garbage cans forever!

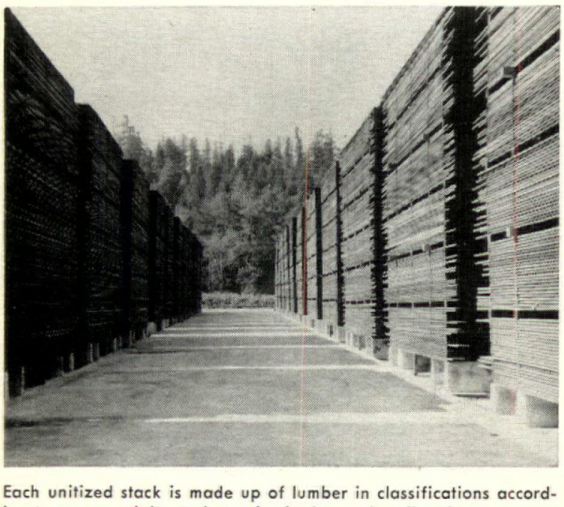


does so much more—for so much less!

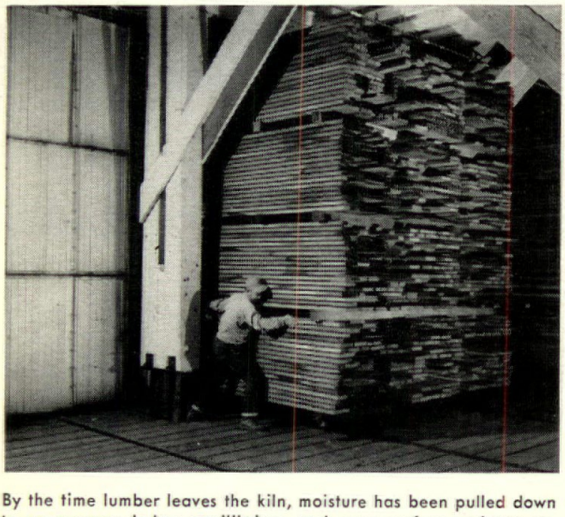
At the NAHB Show—See the New Freedom Gas Kitchen-Laundry* Exhibit at the Coliseum

*Reg. A.G.A.

Greatest freedom from shrinkage starts with Redwood itself—



Each unitized stack is made up of lumber in classifications according to green weight, and remains in the yard until moisture content reaches a specified range.



By the time lumber leaves the kiln, moisture has been pulled down to an average below equilibrium, and some surface moisture returned to stabilize equilibrium through each board.

—but it takes these extra steps in the manufacture of PALCO *Architectural Quality Redwood* to bring out this natural advantage

Redwood has less shrinkage and swelling—greater dimensional stability than any other domestic commercial wood—*if it is properly dried.* Drying down to about 28% moisture content merely removes free water in the wood cell cavities. The cell walls are still saturated.

Shrinkage starts at about 28% and continues until the point of equilibrium with air is reached. Air drying alone won't achieve this goal.

PALCO *Certified Dry* Redwood provides three *extra* steps to assure proper humidity uniformly distributed *through* each board.

1. Selective air drying up to 24 months according to green weight, bringing *all* lumber to a specified humidity range *before* it enters the kiln. (See example chart below).
2. Controlled kiln drying, depending on condition and thickness, from 6 to 25 days at specified temperature progressively applied.
3. PALCO goes one step further. When the center of the board approaches moisture equilibrium, surfaces are too dry, and would be distorted by re-absorbing moisture from air. PALCO Redwood is therefore left in the kiln for a final *extra* process to rebuild surface moisture to atmospheric equilibrium—producing the most stable lumber known. This is one of many premium PALCO features—at no extra premium in cost—and you know it will stay in place.

EXAMPLE: Selective air drying schedule for 2" lumber

Classification	Average Green Weight	Approx. Air Drying Time
LIGHT	3 lbs./bd. ft.	9 to 12 months
MEDIUM	4½ lbs./bd. ft.	12 to 18 months
HEAVY	6 lbs./bd. ft.	18 to 24 months

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See Sweet's Architectural File, or send coupon for your personal copy of this aid to redwood specification—and informative booklet "From Out of the Redwoods"

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FHA pushes new plans for housing the aged

Federal housing officials are prodding construction of housing for the aged. Items:

- HHFAdministrator Albert M. Cole named an advisory committee of leaders from the building industry, real estate, finance and the professions to develop policy recommendations on aged housing problems. The committee held its first meeting Dec. 14.
- FHA sent Arthur W. Sherwood, director of its Maryland office, on the first of a series of cross country trips to outline special programs for aged housing in the 1956 Housing Act. On his first swing he met with local FHA directors, local civic and building industry leaders in nine western and midwestern cities. His next trip will take him to major cities throughout the South.

The housing act provides that a person 60 or over may buy a home on an FHA-insured mortgage by borrowing the down payment and closing costs.

The act changes rental housing regulations to allow FHA to insure loans for non-profit organizations which wish to build housing for the elderly. Mortgage loans can be as high as $8,100 per unit or up to 90% of replacement cost—usually a higher figure than FHA valuation.

Provision for appointment of the new advisory committee was also made in the Housing Act. Cole, in naming the group, said he hopes it will facilitate interchange of ideas and experiences between HHFA and local and private groups.

CANADA:

Builders report shuns easy money as stimulus

Canada's National House Builders Assn. has come out against stimulating housing with easy money.

But there is strong doubt whether this official stand, as reflected in a brief presented to the federal works administrator, will be endorsed at NHBA's convention in Montreal Jan. 7-12.

In the brief NHBA said: "It would seem to be more important to request a clarification of housing policy and to make recommendations aimed at achieving a broad and stable mortgage market than to request unrealistic relaxation of monetary policy in 1957 in an effort to maintain a level of house building which might itself be unrealistic."

The brief was largely the effort of sober-minded Ron Fraser, Hamilton builder. His views have not been received with enthusiasm by many builders hard hit by Canada's shortage of mortgage funds, particularly in the western provinces. Dissenters are expected to make a strong attack on the brief at the Montreal meeting.

The builder's policy declaration also urged:

- A return to a joint system of lending with a private mortgage company making 75% of the home loan at 5¾% interest and the government lending 25% at 3¾% interest for an average rate to the borrower of 5¼%. This system was abandoned in 1954 when Canada adopted a mortgage insurance plan similar to the US' FHA.
- Gradual easing of banks out of the government mortgage lending program which builders claim destabilizes the market.
- More rapid publication of housing statistics to give builders a current view of the market. Statistics are now released two to six weeks after compiled.

HOUSING ABROAD:

British cut back on public housing, will push slum clearance instead

by Robert Lubar
TIME-LIFE *London Bureau*

Britain's Conservative Government has executed a radical turn in housing policy.

The intensive program, pushed since the war, of using government resources to house the homeless is slowly coming to an end. In its place is a vast new project to eliminate the hideous and ancient slums that scar the great cities.

The old home-building program worked this way:

Local authorities—the London County Council, borough councils, urban and rural district councils—built houses with their own money, liberally enhanced by subsidies from the national government. The local councils rented these out to citizens in need of housing in an order of priority based on need for dwelling space.

The accent of this policy was on *adding* to the country's total living space. Henceforth the national government will not give subsidies to local authorities for this purpose.

Without subsidies, the local authorities will be discouraged from building merely to house the homeless.

In fact, public housing starts are already dropping to a trickle. As a corollary of this development, the London County Council has, in one bold stroke, cut 165,000 London families from its housing waiting list. These were low-priority families—their need was not as pressing as that of some others; it has nothing to do with income. The Council notified them that with the present slowdown on public housing, they didn't stand a chance to get new homes in the near future.

Now, the national government will give subsidies to local authorities only to tear down and replace bad housing.

A survey drawn up by the Ministry of Housing and Local Government indicates that in England and Wales there are 847,112 "unfit" houses, many of which lack bathrooms, interior sanitation, running water and kitchens. These slums are the heritage of the great Victorian building boom. A quarter of them are in Liverpool and Manchester where they were thrust up in the first convulsions of the industrial revolution. Birmingham, West Yorkshire and East London have their share too.

The government's plan is to demolish all of these slums in the next ten years. In the next five years it intends to replace 375,484 of them, starting at a rate of 50,000 a year and intensifying the effort as time goes on.

Absentee landlords will be compensated only for the value of land on which their tenements stand; they are being penalized for letting their property deteriorate.

Landlords who live on their property—these include a large number of war veterans who bought small slum properties simply to get a place to live—will be given compensation adequate for finding new dwellings. And those who have mortgaged their property will be paid enough to retire their debt.

For housing the homeless, apart from slum dwellers, the government is putting its reliance on private building.

The private share of home-building has been creeping up to where it almost matched public housing. In the first nine months of last year, 86,000 houses were privately built as against 92,000 by local authorities. In 1955, the figures were 113,000 private and 192,000 public. In 1951, only one new house in eight was privately built.

The government is piloting a new rent control bill through Parliament. It removes some 5 million homes from rent control altogether and raises the ceiling on rents which remain retained.

By liberalizing rent control the government hopes to encourage landlords to let out space which is now held off the market because rents are uneconomic, and to provide incentive for more people to build rentable houses as investments.

The Labor Party scorns this course, contends the Tories are selling tenants down the river to the landlords.

Labor proposes to nationalize all property that has hitherto been rent-controlled, and to embark on a vast new government building program that will both clear the slums and house the remaining homeless. Private enterprise has little or no place in its plans.

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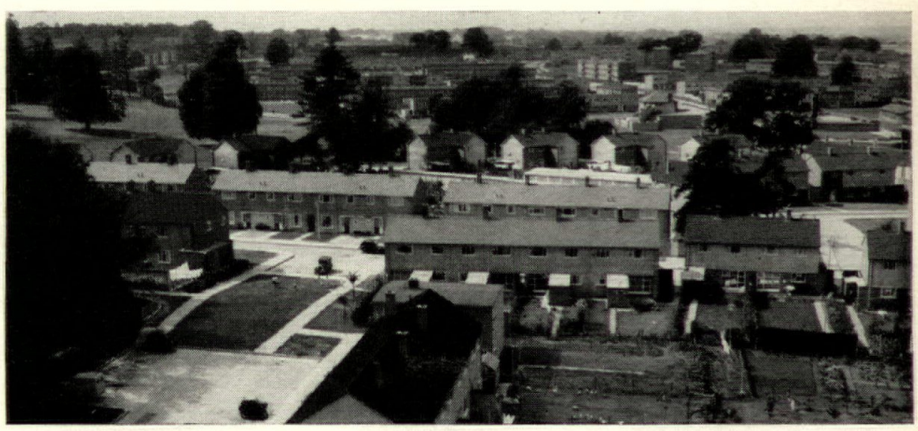
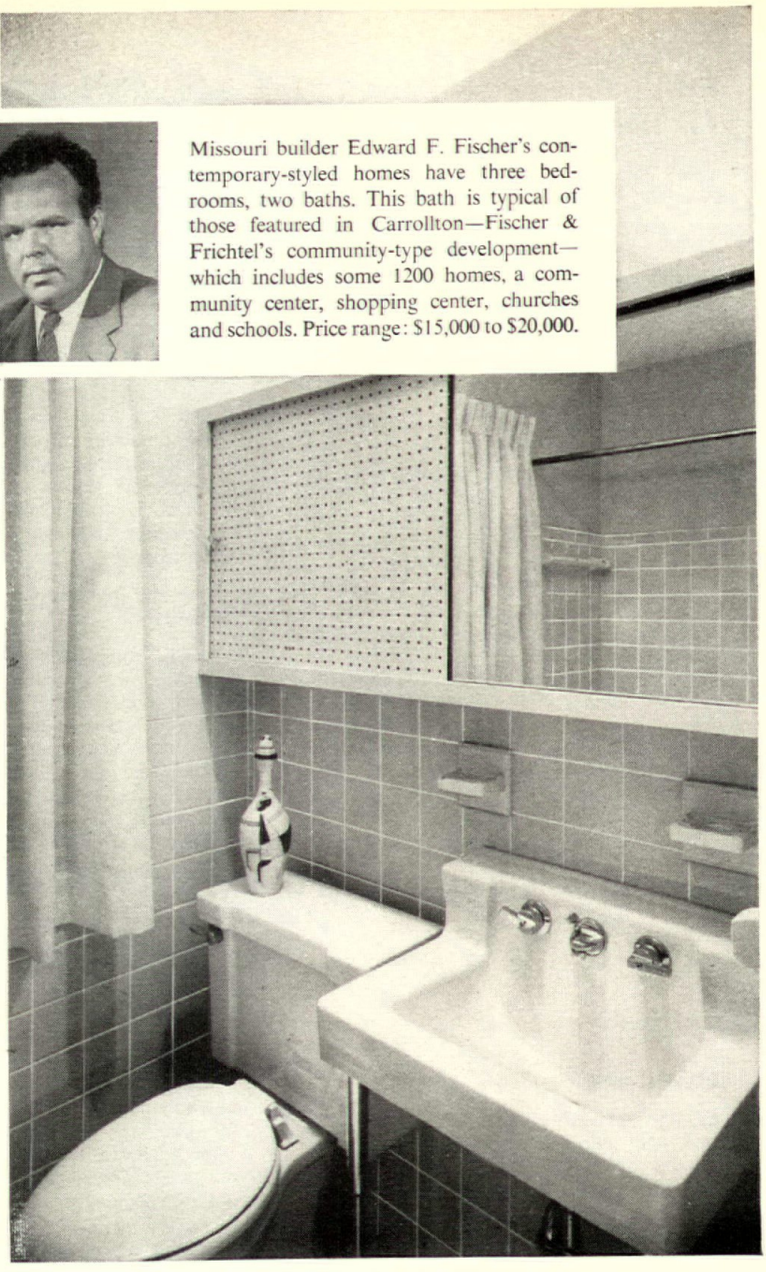


Harlow New Town typifies best of postwar British home building. Three neighborhood clusters of less than 6,000 population each are separated by landscape and highways, but predominance of low-rise apartment buildings gives institutionalized effect despite pleasant design.

Leading Builders' Success Formula:

"Give the Buyer What He Wants!"

Missouri builder Edward F. Fischer's contemporary-styled homes have three bedrooms, two baths. This bath is typical of those featured in Carrollton—Fischer & Frichtel's community-type development—which includes some 1200 homes, a community center, shopping center, churches and schools. Price range: $15,000 to $20,000.



These two leading builders have a simple formula for success: "Give the buyer what he wants!"

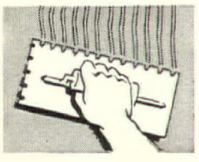
Specifically, that means giving him extra custom touches—and of course, ceramic tile. Today's discriminating house-hunters insist on the value that only ceramic tile offers.

Ceramic tile has both *eye* appeal and *buy* appeal: lifetime beauty, carefree maintenance and maximum durability. You'll sell homes faster by specifying ceramic tile for floors, walls, counter tops, window sills, towel niches,

---

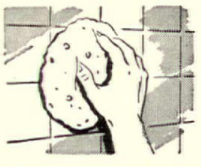
How adhesive installations cut your tiling costs

Mastic bed on dry-wall cuts down preparation time and costs.

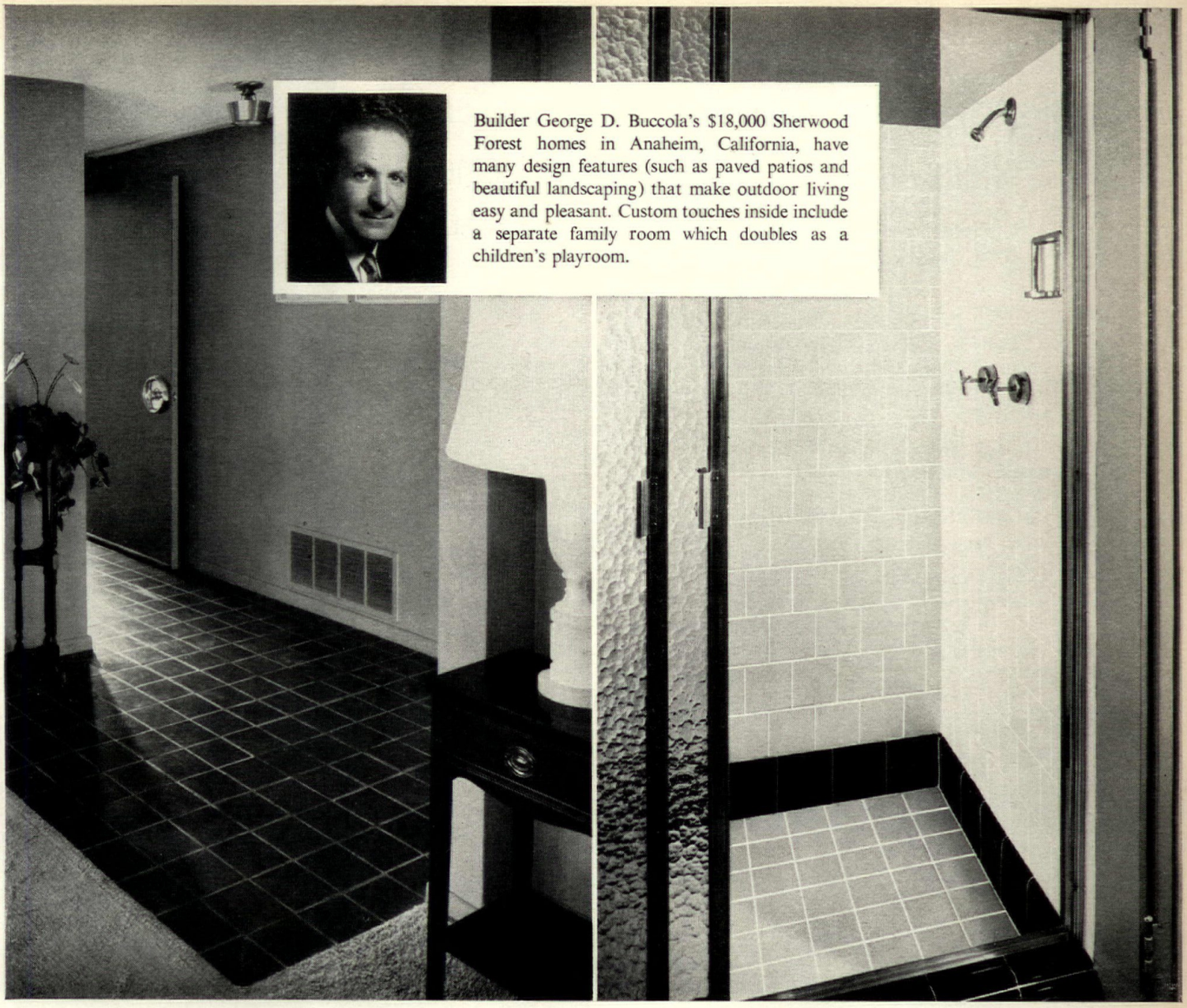


Tiles are set quickly and easily on mastic bed.

Job clean-up time is held to minimum.



Use only adhesives bearing this seal—signifying that they meet minimum performance standards set by U. S. Department of Commerce.



Builder George D. Buccola's $18,000 Sherwood Forest homes in Anaheim, California, have many design features (such as paved patios and beautiful landscaping) that make outdoor living easy and pleasant. Custom touches inside include a separate family room which doubles as a children's playroom.

drainboards, rangebacks and splashbacks. Give your prospects ceramic tile in these "eye-buy" areas and your prospects will help *you* close the sale!

Advanced new adhesive techniques enable contractors to install ceramic tile faster and easier than ever before. The result is that you can now offer more tile "show place" areas at lower cost, put tile within the reach of every buyer. And the adhesive method offers additional opportunities to tap today's booming remodeling market. Be sure to consult your tile contractor on adhesive installations.

There's good reason why ceramic tile plays such an important role in the plans of these leading builders: ceramic tile helps sell their homes faster! IMPORTANT NOTE: Labor- and time-saving adhesive installation methods were used to install the tile in the bathroom of the Fischer & Frichtel home and on the entry floor and shower enclosure in the Buccola home.

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Ranch or Contemporary... Style-rite for '57 offers America's most Saleable homes!

Twenty-six models . . . styled right, built right, packaged for profit . . . the hottest line a builder can handle!

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In 1956 Style-rite registered the most spectacular success in the industry. It did so by giving builders and buyers a *complete* line with dynamic styling and infinite variety to meet every modern taste.

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Style-rite's newest homes for '57 are big. They're skillfully planned inside, with up to 2100 square feet of livable, usable space. They're boldly planned outside in today's most wanted styles.

All Style-rite homes are loaded, roof to basement, with look-ahead features that tempt down payment dollars. And to help you turn over your investment fast, they're built to sell in America's most popular price ranges.

Style-rite tripled sales in '56. For Style-rite builder-dealers the '57 prospects are equally exciting. Will you cash in on America's Most Saleable Homes?

Style-rite®

HOMES CORPORATION

659 Marion Road
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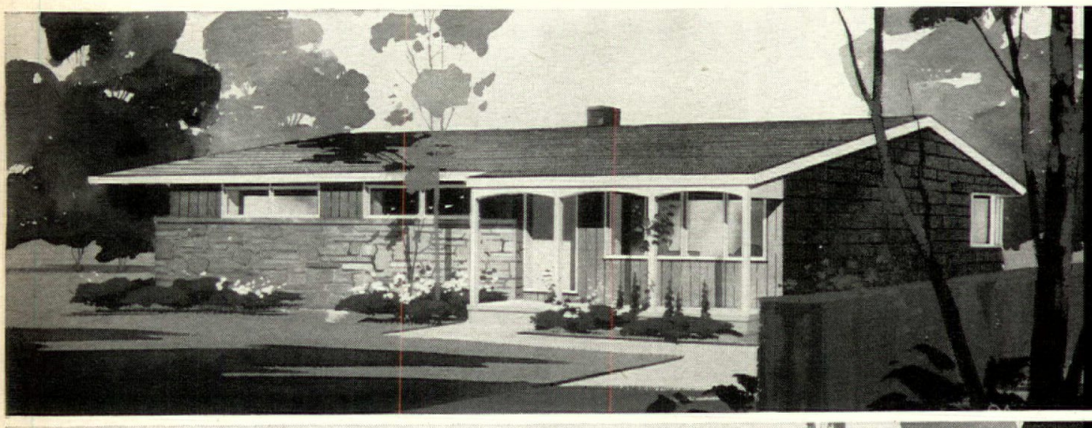
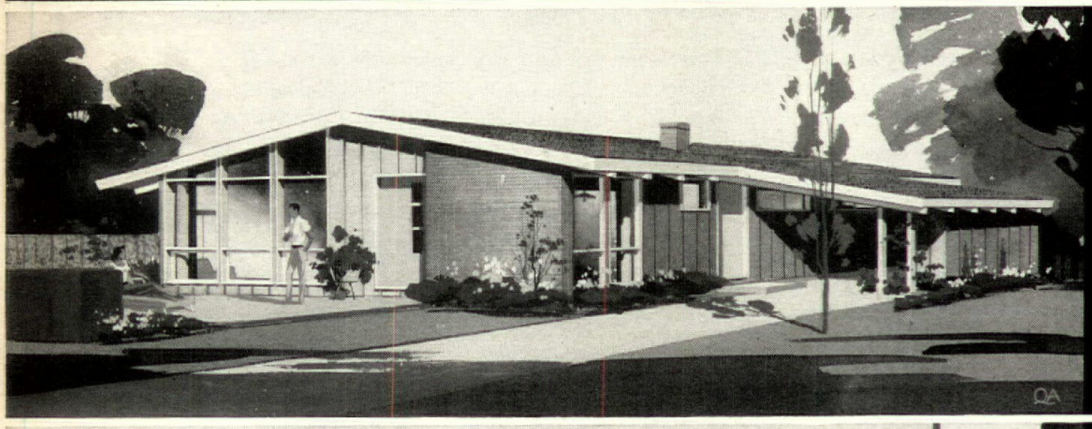
See us at the Home Builders Show, Space 337 in the Conrad Hilton. Let us show you why Style-rite can help you sell more houses and make more profits in 1957.



RANCH

"The Forester" — a picturesque three bedroom home, typical of Style-rite's ranch line. These conventional trussed-roof homes range in size from 936 — 1896 sq. ft. — well planned, handsomely styled, priced right!



CONTEMPORARY

"The Fiesta" — Style-rite's most popular contemporary home. Long, low & luxurious — featuring dramatic open beam ceilings, window-walls and carport. An entire line, for the young in heart and today's discriminating buyers. 854-2100 sq. ft. One floor or full basement.

SPLIT-LEVEL

"The Triumph" — new for '57. Boasts more than 2000 sq. ft. of livable, usable space. True contemporary post and beam construction. Created for flat land — enticing in any terrain. Offset split design offers private living, sleeping, and recreation areas. A lifetime of livability. A credit to the builder.

continued from p. 77

PEOPLE: Crane Co., rebuilding executive staff, names Inland Steel's Neele E. Stearns as president

Crane Co., its second echelon of executives tragically depleted by a plane crash last May, reached outside its ranks to pick a new president last month.

The new head man: **Neele E. (for Edward) Stearns,** 49, who had been with Inland Steel since 1938. For the last two years he has been vice president in charge of planning and development and was considered a good bet for Inland president some day.

STEARNS

Stearns, who had twice before declined offers to become president of Crane, joins a firm ranked third largest in the US (and the world) in manufacture of plumbing equipment (behind American Standard and Kohler), and the likely leader in the new titanium industry.

In the air crash near Louisville last May 15, eight men died: three of Crane's five divisional heads (directly under the president), the number two men in two divisions and the number three man in a third division. Says one Crane executive: "The accident wiped out all of our potential."

Since the crash, Crane has shifted 21 executives to fill the gaps. Despite dire predictions of outsiders that the executive losses placed the company in a dangerous position, Crane earnings last year are estimated at $4 per share vs. $3.60 in 1955.

In Stearns, Crane gets a self-made man—only son of a St. Louis printer—who worked his way through school (one year at the University of Wisconsin, three at Northwestern U.) got a mechanical engineering degree in 1931, was a consulting engineer until 1938 when he joined Inland. From then it was a steady road up, reaching his job as expansion-minded Inland's Mr. Future in 1954.

Stearns has kept his ties with the academic world by teaching at University of Chicago, Northwestern and Illinois Institute of Technology in his spare time. In 1955, he attended Walter Paepcke's summer executives' course, now belongs to that band of thoughtful "new conservatives" in Chicago business. Civic-minded almost to a fault, he serves on the Glencoe village board, is active in Glencoe's non-denominational Union Church, has been president of the local Boy Scout council. Father of two, Stearns golfs in the 90s but his main hobby is the rare sport of curling at which all four members of the Stearns family are enthusiastic experts.

At Crane, he succeeds **Frank E. Elliott,** 63, who moved up to board chairman.

Goodyear unopposed to move up to NAHB president this month

Builder **George Goodyear** of Charlotte, N.C., NAHB first vice president, apparently will have no opposition this month in his bid to move up to president of the 39,000-member organization at its Jan. 20-24 convention in Chicago. Goodyear's left leg, painfully fractured in a fall last March, has now mended enough for him to discard the crutches on which he has hobbled through a staggering list of travels this year and duties which included heading up NAHB's crucial legislative affairs committee.

Second Vice President **Nels Severin,** San Diego, Calif. builder, mortgage broker and auto dealer, appears unopposed for first vice president. For the second vice presidential job, a contest was developing last month between NAHB Treasurer **Carl Mitnick** of Merchantville, N.J. and Secretary **Martin Bartling** of Knoxville, Tenn.

NAHB CHAPTERS elected these new presidents: Minneapolis, **W. D. Coffman;** Phoenix, **Herman Meredith;** Los Angeles' Home Builders Institute, **George M. Pardee Jr.;** Los Angeles' Building Contractors Assn. of California, **Bob F. Roberts** of San Bernardino; New Jersey, **Louis V. Bossart;** Dallas, **Joe F. Maberry;** Georgia, **Tom Z. Standard** of Macon; Florida, **Abe Johns** of Tampa; St. Louis, **Gerald F. Borgschulte.**

HHFA honors seven members of staff for outstanding work

Seven HHFA staff members won awards last month for distinguished service. Those honored:

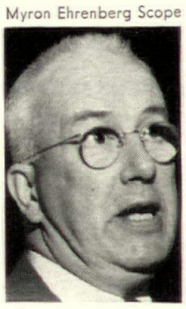
Annabelle F. Heath, assistant HHFAdministrator, and **Joseph H. Orendorff,** technical advisor, for their work on the Women's Housing Congress; **Harry R. Bivens,** special assistant to the FNMA president, for development of market data and price recommendations; **Jay Du Von,** for his work as director of the college housing program; **Herman D. Hillman,** PHA director in New York, for developing a uniform rent schedule; **Arthur J. McCarrick,** management analysis officer for the general services division of FHA, for work in records management and forms improvement; **E. Bruce Wedge,** URA director in Atlanta, for developing an efficient staff.

Justin Hinders, 32, secretary of NAREB's Build America Better Council and a NAREB staffer for seven years, resigned to become executive secretary of the Washington (D.C.) Real Estate Board. He succeeds **Charles Bauer,** who resigned because of ill health. Hinders' successor at NAREB: **Dean Dittmer,** 45, former managing editor of the Pekin (Ill.) Daily Times and a United Press staffer in Washington for the last eight years.

Bucky Fuller sees the sphere as shape of tomorrow's home

Designer **Buckminster Fuller,** whose experiments in housing and lightweight igloo-shaped shelters have stamped him as a technological prophet, paused in Omaha to tell the Nebraska Architects Assn. what he foresees for tomorrow's house:

Myron Ehrenberg Scope



FULLER

"Sphere-shaped houses will be accepted as standard dwelling units in not too many years. (It) is bound to come because of man's increasing need for lightweight housing which may be erected and taken down quickly. People accept cube-shaped houses today only because they're used to them. Man has no natural taste for cubical forms. There are no cubes in nature. The sphere . . . is nature's most perfect method of enclosing space."

PREFABBERS: **Harnischfeger Homes Inc.** appointed **L. Morgan Yost,** FAIA, of Chicago, chairman of AIA's home building committee, as architect for its 1958 models. **Precision Homes** named **Ralph Fournier,** St. Louis architect, as consultant and designer. **US Steel Homes** hired Architects **Quincy Jones, Robert Little** and **Rufus Nims** to

continued on p. 85

CLOSEUP: Paul Ely, new lumber dealers' president

Paul R. Ely, 48, new president of the Natl. Retail Lumber Dealers Assn., is regarded by his fellow dealers as one of the best merchandisers in the business. And with reason.

Though Ely has a lumber retailing heritage (both his father and grandfather were in the business), he didn't follow their footsteps until 1943—12 years after graduating from the University of Nebraska.

He organized the Ely-Hoppe Lumber Co. in North Platte, Neb., his hometown, in 1943, has since acquired interests in four other retail lumber businesses in Chadron, Grand Island, Guide Rock and Naponee.

His secret of success is really no secret at all. It's a winning personality—forthright charm and wit, qualities which complement his ability as a first rate salesman. (He sold cement for seven years before entering the lumber business.)

Oscar Associates

NRLDA'S ELY (l) AND SCHAUB

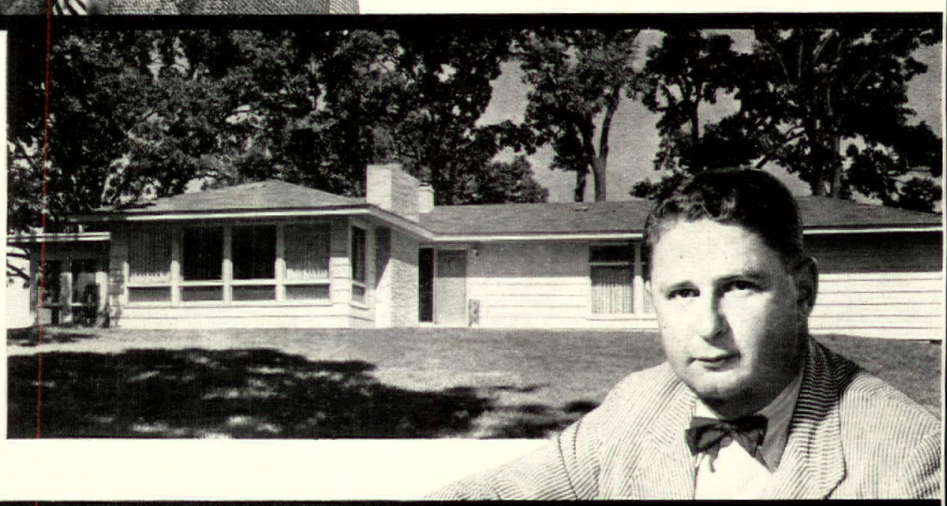
These same qualities have carried Ely up the NRLDA ladder fast. He became active in its affairs only seven years ago, now succeeds R. A. Schaub of the Northern Indiana Lumber & Coal Co. of Whiting, Ind. as NRLDA president. One step behind Ely on NRLDA's executive step ladder is his successor as first vice president: J. C. O'Malley, head of the O'Malley Lumber Co. of Phoenix.

Ely, a husky six footer, is as busy in the affairs of North Platte (pop. 15,000) as he is in NRLDA. He is a past president of the local Chamber of Commerce, Rotary Club and Board of Education. He has served on the city council. Ely's wrinkle-free face and dark wavy hair—graying at the temples—make him look younger than his 48 years. He very often wears dark, horn rimmed spectacles (though not for photographs, see left).

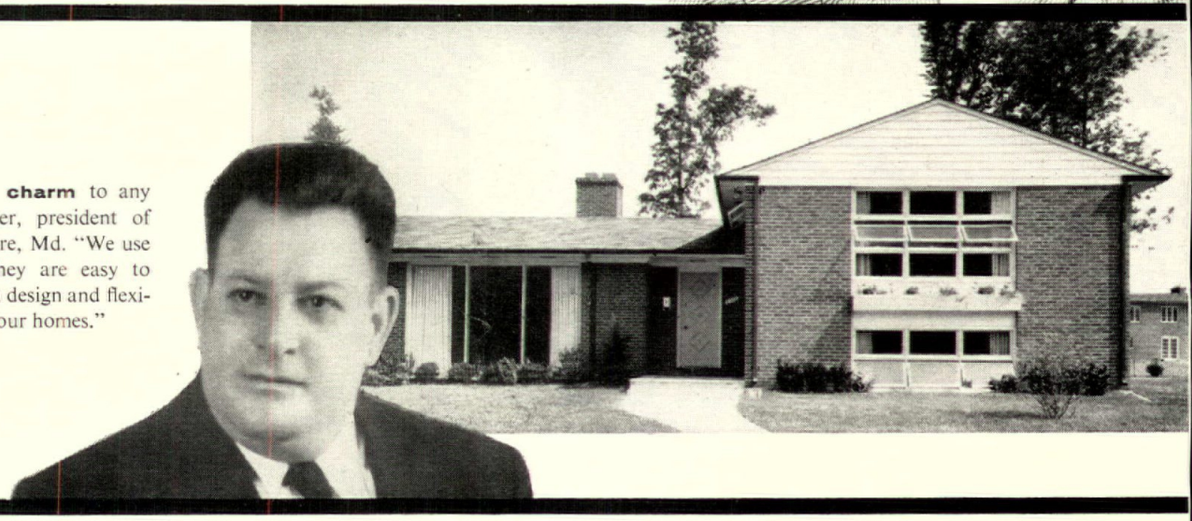
He and his wife Beatrice marked their 25th wedding anniversary this year. They have two sons: Paul, Jr. in the Air Force and Jack, a student at the University of Nebraska.

"Window beauty helped sell our Lyon Park project homes," says George E. Viall, Raleigh, North Carolina builder. "The ease of operation and eye appeal of the Flexiview and Flexivent Units are outstanding. What's more, we save $100 per house by eliminating service call-backs."

"We use Andersen Windows exclusively because of their excellent acceptance by people we sell to," says Marshall Erdman of Marshall Erdman Associates in Madison, Wisconsin. "When we tell prospects about Andersen WINDOWALLS, they recognize a name that stands for quality."



"Andersen Windows add charm to any home," says Walter E. Crismer, president of Estates, Incorporated of Baltimore, Md. "We use Andersen Flexivents because they are easy to install, have outstanding modern design and flexibility. And they add livability to our homes."



These project Andersen Flexivents®

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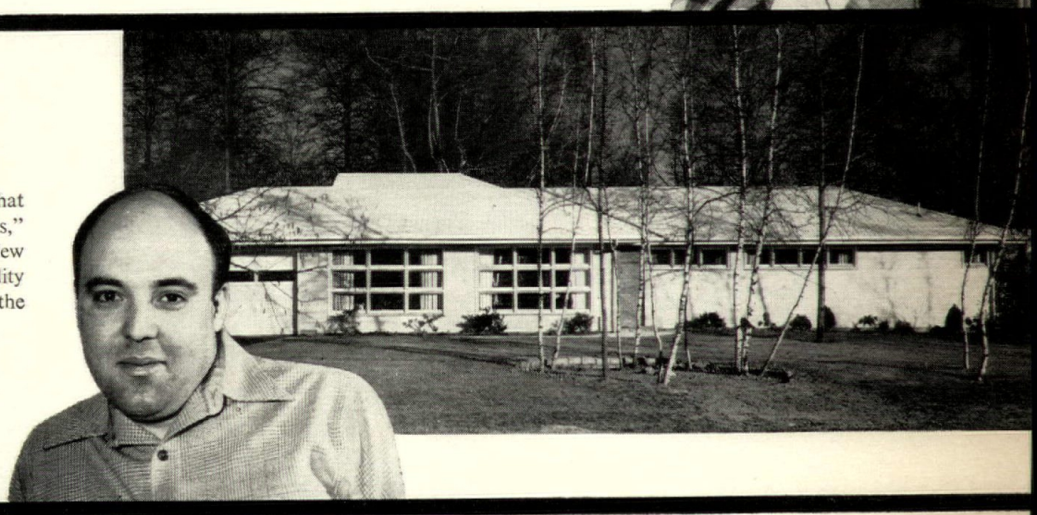
See the versatile Andersen Flexivent in our booth 571-574, Hotel Sherman, at the NAHB Convention in Chicago.

"A pleasing variation in window treatment is easy with Andersen Flexivents," writes Mr. H. M. Abele, president of Atlas-Tennessee Corporation of Knoxville. "This variation helps us achieve interesting variety using a minimum number of different floor plans."

"We find Flexivents eliminate call-backs for servicing after owners have moved in," says A. S. Battiato of A. S. Battiato Construction Co., Omaha, Nebraska. "These wood window units are a help in merchandising our homes to both men and women prospects."



"A mark of superior quality—that's what the Andersen name means to our customers," writes Saul Fox of Fox Brothers, Englewood, New Jersey. "Flexivents help establish ours as quality homes—and their horizontal lines blend with the 'long, low look' of the homes we build."

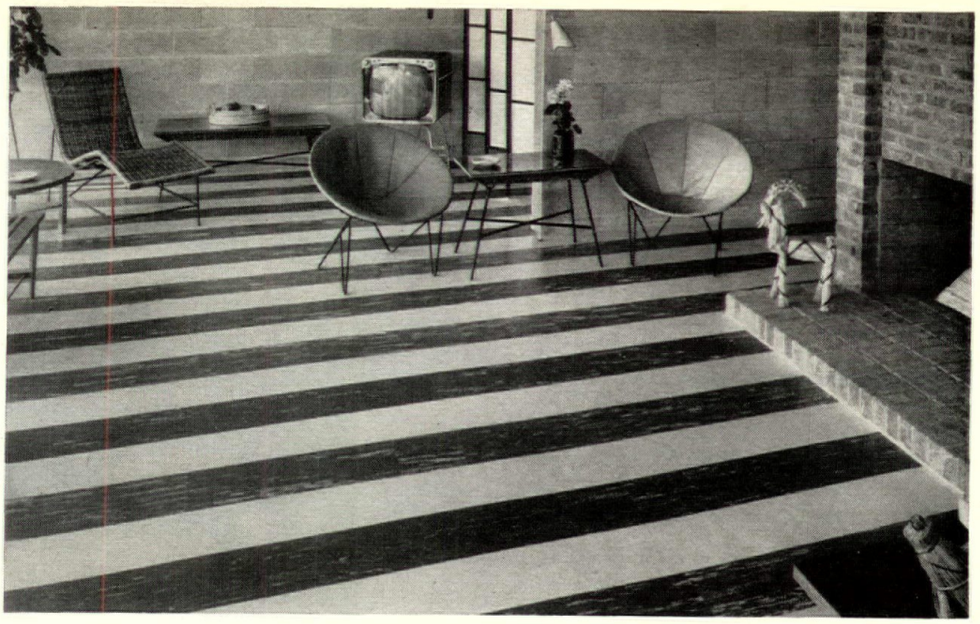
builders tell how help sell homes...fast!

Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION

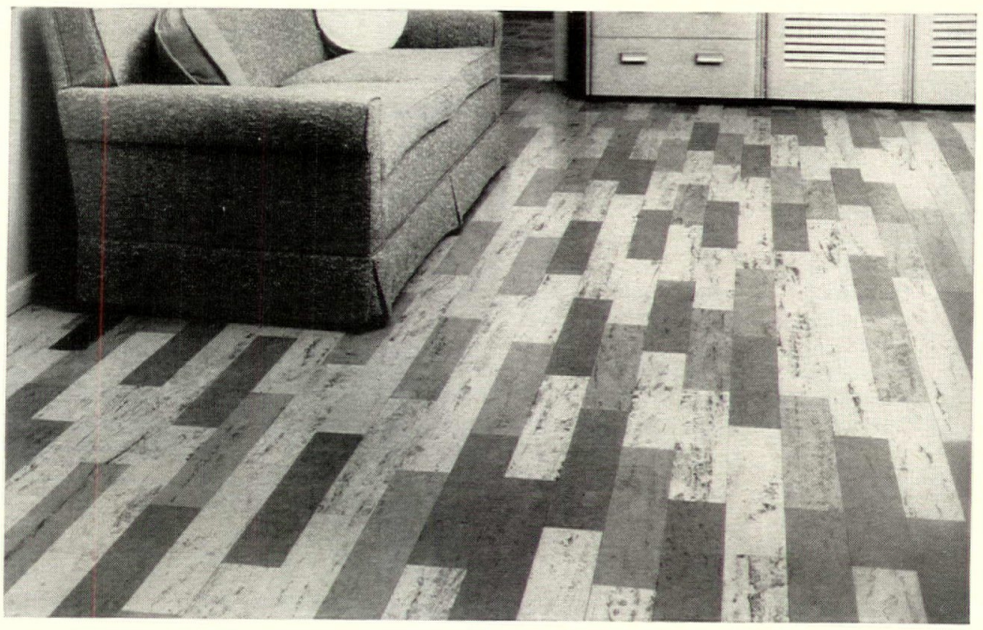
AW ANDERSEN CORPORATION • BAYPORT, MINNESOTA

Flexachrome Vinyl-Asbestos Floor Tile was used in the basement recreation room, bath and laundry of Electri-Living Home in Wheaton, Ill. Built by Graeme Stewart. Architect: Edward D. Dart, A. I. A.



Floors that help sell many homes . . . TILE-TEX

Tile-Tex's exclusive "plank-shaped" floor tile, Modnar, was used in the Electri-Living Home in Lexington, Ky. Built by Gault Brothers. Architect: Carrol S. Rankin, A. I. A. Photographs by LIVING for Young Homemakers.



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*Reg. U. S. Pat. Off. †Trademark of The Flintkote Company

continued from p. 81

work on its long awaited steel house (which some dealers have been told to expect next year).

Thomas S. Ferguson, production manager at **Inland Homes'** plant in Piqua, Ohio, was promoted to general manager of Inland's new plant at Hanover, Penna. **Place Homes Inc.** of South Bend, Ind. formed a dealer-council —one of the first in the prefab industry—to advise it on merchandising, financing, design, advertising and engineering. It named President **Roy Roeder** of Superior Homes Inc., Lima, Ohio, as first president. Place also appointed **Byron M. Radcliffe,** former associate professor of the Wood Research laboratory at Purdue University, as head of a new research and development division. **Melvin Matthews,** assistant regional sales manager, was named vice president for advertising and sales promotion.

RETIRING: **Henry H. Saylor,** 76, dean of US architectural editors and founder (in 1944) and editor of AIA's monthly *Journal.* During his 49-year writing and editing career, Saylor was, among other things, editor of The Architectural Review in Boston from 1904 to 1906, editor of Country Life in America from 1906-09 and 1914-20, editor of House & Garden from 1909 to 1911.

SAYLOR

In 1938, he founded and edited The Architects' World. When it was absorbed by HOUSE & HOME's sister publication, ARCHITECTURAL FORUM, Saylor became an associate editor of Forum until 1941. An AIA fellow, Saylor has authored nearly a dozen books on architectural subjects including a dictionary of architecture in 1952.

Roy F. Healy, 67, executive vice president since 1949 of the Milwaukee Home Builders Assn. and former executive assistant for the Chicago Metropolitan Home Builders Assn.

Gen. Kean quits as director of Chicago Housing Authority

Lt. Gen. (Ret.) **William B. Kean,** 59, has resigned as executive director of the Chicago Housing Authority, effective Jan. 31.

Publicly, he said he is quitting only to retire to his new home in Clearwater, Fla. Privately, he admitted that discord between him and the five CHA commissioners influenced his decision.

In a letter to CHA Chairman **Joseph P. Sullivan,** Kean wrote: "I find it is becoming increasingly difficult, if not impossible, for me to operate efficiently under these conditions."

Central figure in the dissension is **Charles Swibel,** 30, Chicago real estate operator and leader of an anti-Kean faction within CHA. He sponsored a resolution last summer that the board should make semi-annual, on the spot inspections of all CHA projects. It passed 3 to 2, over Kean's objection that it wasn't necessary.

Kean, former Fifth Army commander, also expressed irritation that other staff members —notably General Counsel **Von Allan Carlisle**—discussed CHA matters with board members without first consulting him.

Kean took over at CHA on Oct. 1, 1954, succeeding **Elizabeth Wood**—fired after she had publicly criticized the board for its policies on racial integration. He promptly fired some of Miss Wood's most ardent supporters.

NEWS continued on p. 88

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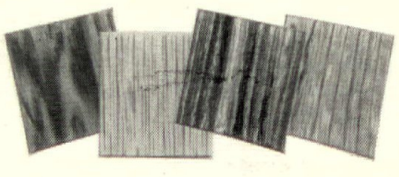

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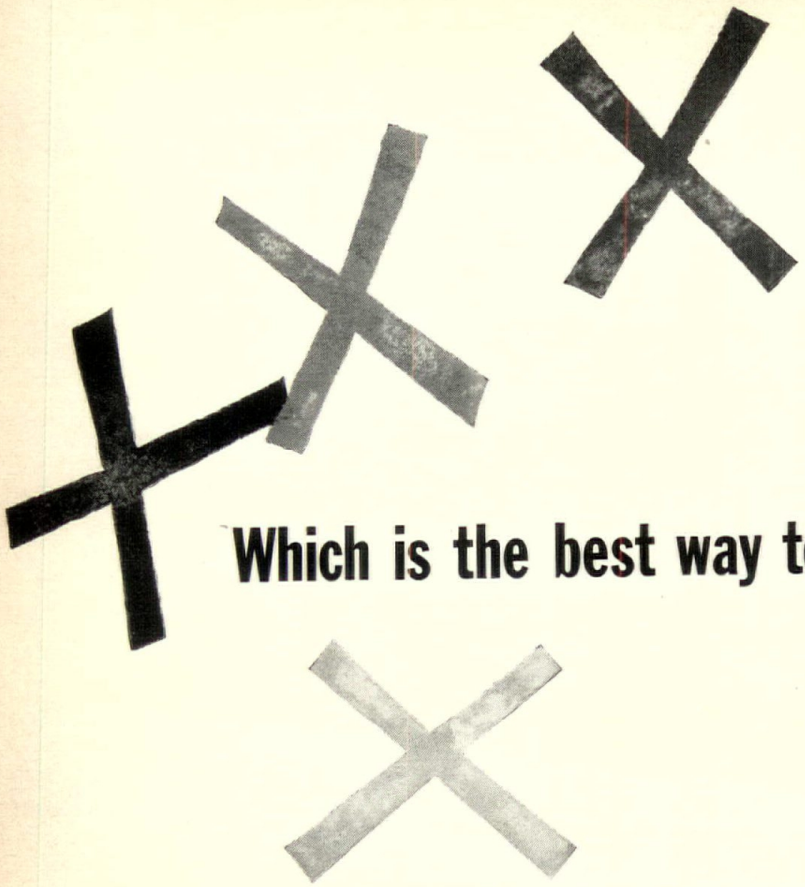

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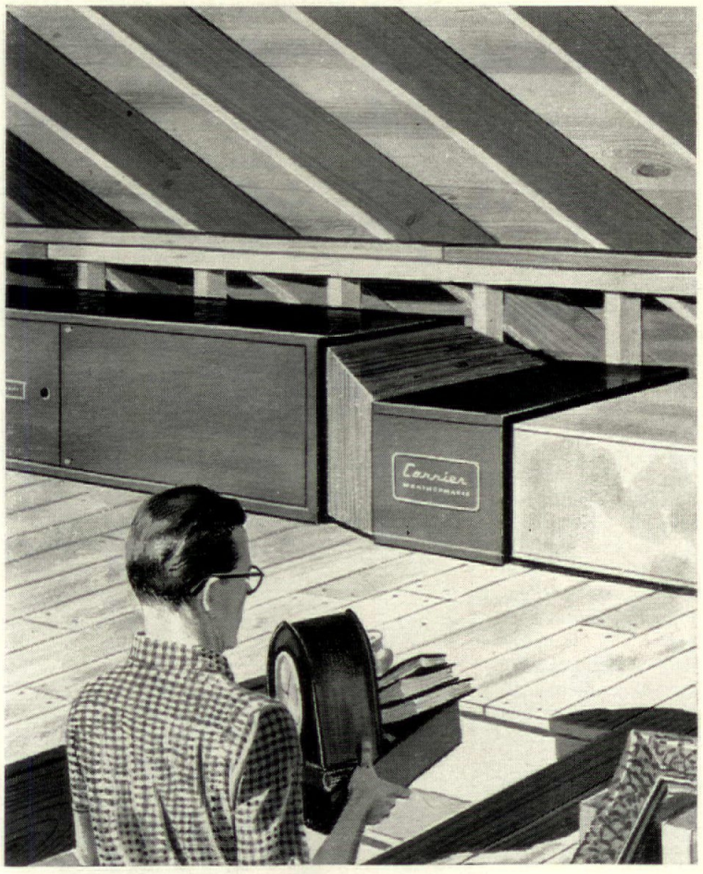
Are your homes without basements? This combination of a Carrier downflow type Winter Weathermaker with a Summer Weathermaker underneath is perfect if you put your ducts in the slab or crawl space. Takes little space in the house. Gas and oil fired models available.



Do you build small, compact houses? This horizontal Winter Weathermaker has a matching Summer Weathermaker alongside and supplies year-round air conditioning (heating and cooling) without taking any space within the house. It fits in the attic or crawl space, needs no water.

Do you want to offer future air conditioning? This Carrier Winter Weathermaker has a cooling coil casing on top. At any later date a coil can be inserted in this casing for summer cooling without changes in the ducts. Your homes will have "the FURNACE with a FUTURE."

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continued from p. 85

DIED: **John Philip Weyerhaeuser Jr.,** 57, president of the huge timber company which bears his family name, Dec. 8 in Tacoma, of leukemia.

A grandson of the founder of the company, Weyerhaeuser was born in Rock Island, Ill., graduated from Yale (1920) and entered the family lumber business—an empire estimated at $300 million. He became executive vice president in 1933 and president of Weyerhaeuser Timber Co. in 1947.

Alfred Eisenstaedt

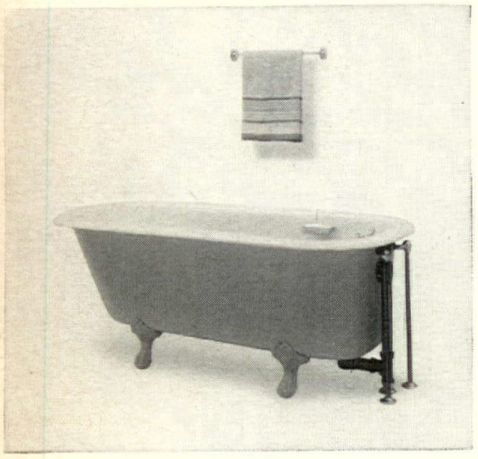
WEYERHAEUSER

Weyerhaeuser was among the first lumbermen to take timber conservation seriously. In the 20's, he started a program of selective cutting and tree farming to insure future timber growth. Under his leadership Weyerhaeuser Timber became the first true lumber manufacturing firm. He developed an integrated operation to use 100% of a tree instead of only the best part. He even found uses for the bark, also went into the pulp and plywood business. He encouraged development of laminated framing lumber, using odd lengths and short pieces.

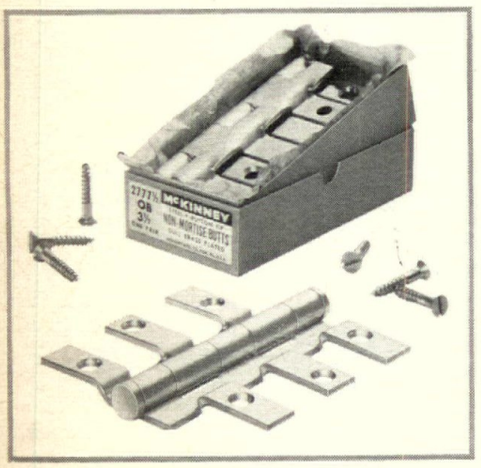
Though publicity-shy, Weyerhaeuser came sensationally to national attention in 1935 when his 9-year-old son, George, was kidnapped while walking home from school in Tacoma. The boy was freed, unharmed, after payment of $200,000. After a celebrated manhunt, the three kidnappers were captured and imprisoned. Most of the ransom was recovered. But ever since, Weyerhaeuser had avoided public attention even more studiously.

He was also president of the Weyerhaeuser Steamship Co., the American Forest Produce Institute and a director of Boeing Airplane Co. Last year, he was US delegate to the 13th annual session of the timber commission of the United Nations Economic Commission for Europe.

OTHER DEATHS: Realty Broker **Austin P. De Wilde,** of Washington, D.C., who specialized in remodeling old homes in Georgetown, Oct. 11 in Chevy Chase, Md.; **Dunbar N. Chambers,** 52, Houston real estate man, contractor and savings and loan executive, Oct. 27 at Howard, S.D., in a hunting accident; **Robert W. Lea,** 70, president of Johns-Manville Corp. from 1946 to 1951 when he retired, Nov. 13 at his New York City home; Architect **Paul R. Hoover,** 55, Nov. 13 in Pasadena, Calif.; **Horace S. Wilson,** 73, board chairman of the Southern California Building & Loan Assn., Nov. 14 in Los Angeles; **Ben K. Weatherwax,** 47, Aberdeen, Wash. designer-contractor, burned to death in his beach home Nov. 17 when his bedclothes slipped against an electric heating element; **Henry S. McKee,** 88, southern California developer and banker, Nov. 19 in Los Angeles; **James J. Fitzgerald Sr.,** 87, realty operator and chairman of Commercial S&L Assn., Nov. 22 in Omaha; **Carl Herman Ellingson,** 73, organizer and longtime (1937-51) president of First Federal S&L of Washington, D.C., Nov. 26 in Washington; Architect **Archibald Manning Brown,** 75, designer of public and private housing, AIA fellow, and onetime president of the Architectural League of New York, Nov. 29 in Manhattan; **G. Frank Croissant,** 69, international land developer who rose from a $75-a-month job as a Brooklyn bank teller to possessor of a $30 million fortune, Dec. 5 at his Ft. Lauderdale, Fla. home.



Styles in hinges change too...



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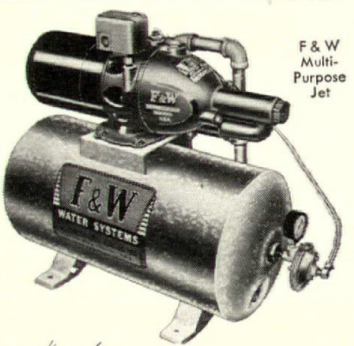

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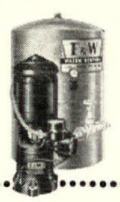

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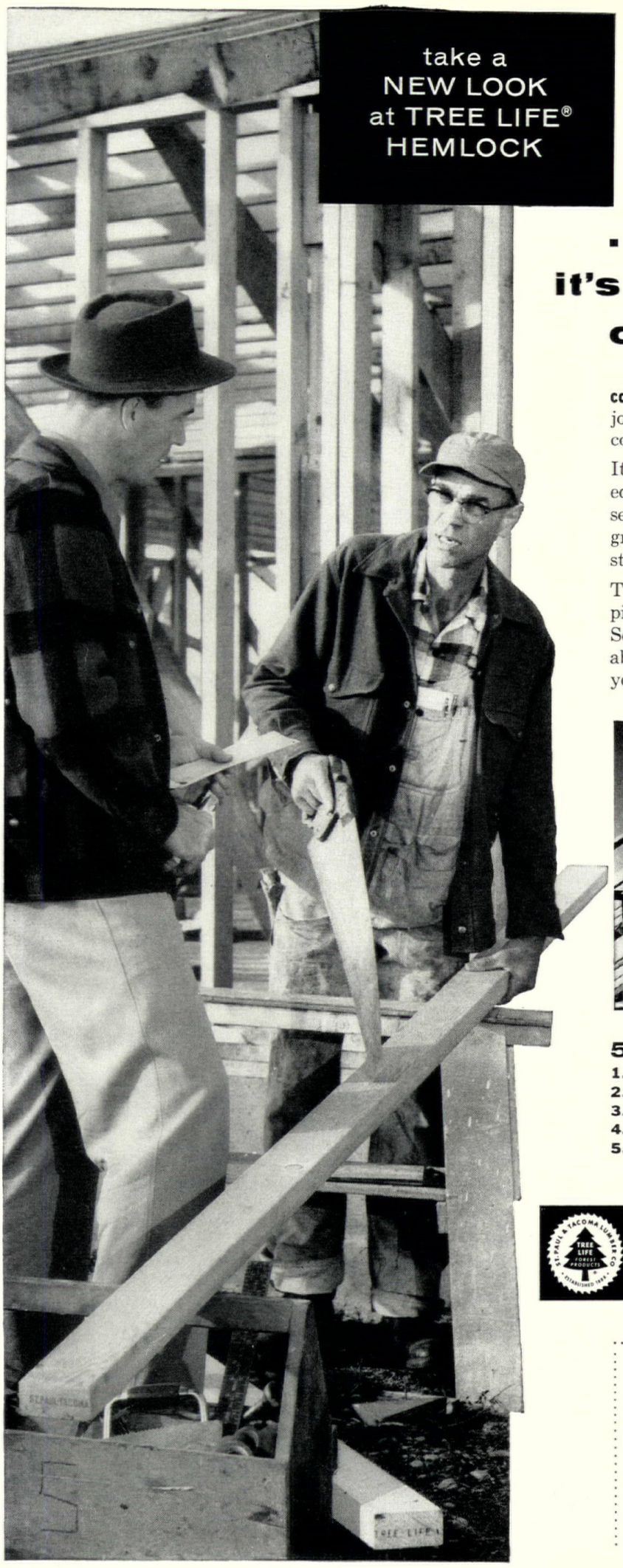

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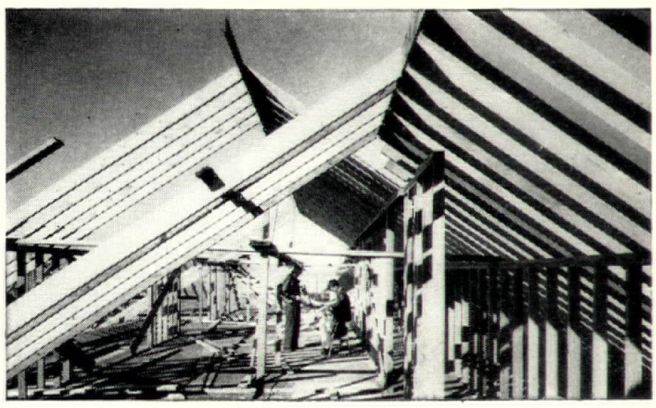

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Lower FHA terms spur houses aimed at under-$9,000 market

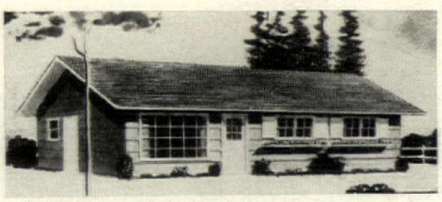
At opposite edges of the nation, builders introduced new houses to take advantage of FHA's recent down-payment cut to 5% for houses priced below $9,000.

In Miami, **The Mackle Co. Inc.**, ninth largest US homebuilder last year, brought out a two-bedroom, one-bath, 787 sq. ft. house by Architect **James E. Vensel** priced at $8,950. After a $450 down payment, Mackle buyers had only to meet $57 monthly payments. On opening day, Mackle sold 48 houses, about half FHA, half VA. Says Executive Vice Pres. Tom Ferris:

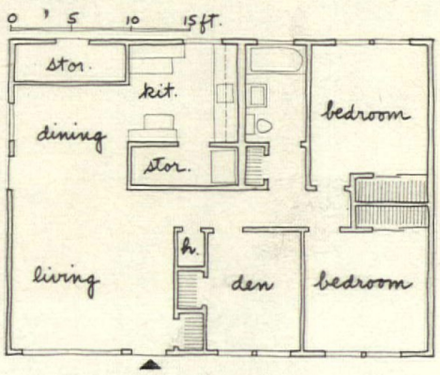
"We could have sold another 200, if we had had homesites for this model available."

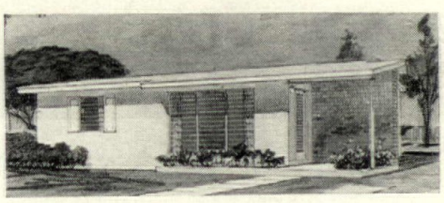
The site was expensive. It lies on soggy lowland west of Miami. Mackle raised the land 3', engineered drainage to a nearby creek and installed $1 million water and sewage plants for the 3,000-home (1,200 sold so far) development. It was the first site so close to the westerly marshes of Miami approved by FHA, though VA approved this site and comparable land two years ago.

In Portland, Ore., 3,428 mi. away, Builder **Ray Hallberg** brought out a "$9,000 model" with three bedrooms fitted into 910 sq. ft. Actual price was $8,200, plus lot, which left Hallberg with the problem of finding $800 lots to take advantage of the lower down payments.

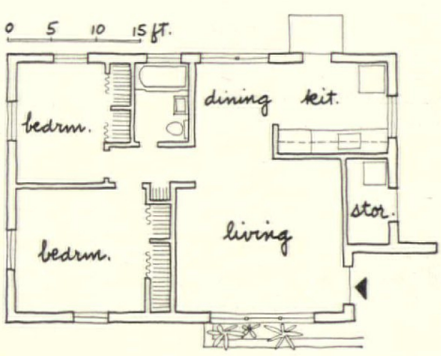


PORTLAND (ORE.) LOW COST MODEL





MIAMI INTRODUCES CBS VERSION



Hallberg holds his costs down by using pre-assembled window wall units and width of window openings, pre-assembled door units with ready-hung doors, combining laundry, sink and bath on one plumbing stack. But he has No. 1 cedar shake siding over 12" plywood sheathing, weatherstripped windows and doors, No. 2 common oak flooring.

Says Oregon FHA Director J. Guy Arrington: "It's a lot of house for the money under Northwest building conditions. It will satisfy the needs of the low income group."

SHOPPING CENTER SITE FOR MODEL IS CLOSE TO PARKING AND BUS TERMINAL

5,000 persons a day view builders' model in big Detroit regional shopping center

By actual count, 5,000 people a day have been going through this model house.

Reason: it has an unbeatable location—in the center of Northland, the celebrated new regional shopping center on Detroit's outskirts.

Edward Rose & Sons put up the $18,000, three-bedroom, 1½-bath (1,100 sq. ft.) model just a few feet from the J. L. Hudson department store, major business magnet of the center. Moreover, it faces the bus terminal and is close to the parking area.

Between opening day, Nov. 8, and next June when the house is to be dismantled, Rose expects more than 500,000 Detroiters will see his house.

The house is a Rose production model for 1957—not a dream house. It was too early last month to see what effect the model promotion was having on sales. The Northland model had not yet been opened in any of the three subdivisions where Rose will build it. But hundreds of prospects were telephoning to ask where it would be built, how soon families could move in.

Rose officials were satisfied that the promotion "is turning out even better than we had hoped." Says Vice Pres. **Sheldon Rose:** "This is something new in merchandising houses—the first time the public can visit a model home while shopping."

Rose, incidentally, is paying nothing for the site. J. L. Hudson, which furnished the model, expects to sell more furniture through the display. And much of the materials used were donated by publicity-seeking suppliers.

How New England's biggest developer meshes his operations with new highway programs

If there is a pot of gold at the end of the forthcoming federal highway building program, Realtor-Builder-Developer **Martin Cerel** of Massachusetts seems like one of the men who will find it.

Cerel builds housing and industrial parks as a package. His maxim is "locate on or near existing or projected express highways."

CEREL

On that basis, he has already become about the biggest man in New England home-building and one of the big figures in industrial development. Although he hasn't built a house himself since 1952, he has a finger in the sales and financing of some 3,000 a year. Since 1945, he figures he has merchandised 12,000 homes.

Now, Cerel has plunged into what he says is his biggest deal ever. He has bought the 1,500-acre Wells family (American Optical) estate near Sturbridge, Mass. and announced plans to develop it into his ninth industrial park, with about half the acreage devoted to residential and commercial areas.

The new site fits the Cerel rule of thumb. It is at the junction of Routes 15 and 20, main New York-Boston roads midway between the industrial centers of Worcester and Springfield. Moreover, the new Massachusetts Turnpike will cross the property, giving him 2 mi. of toll-road frontage for industry.

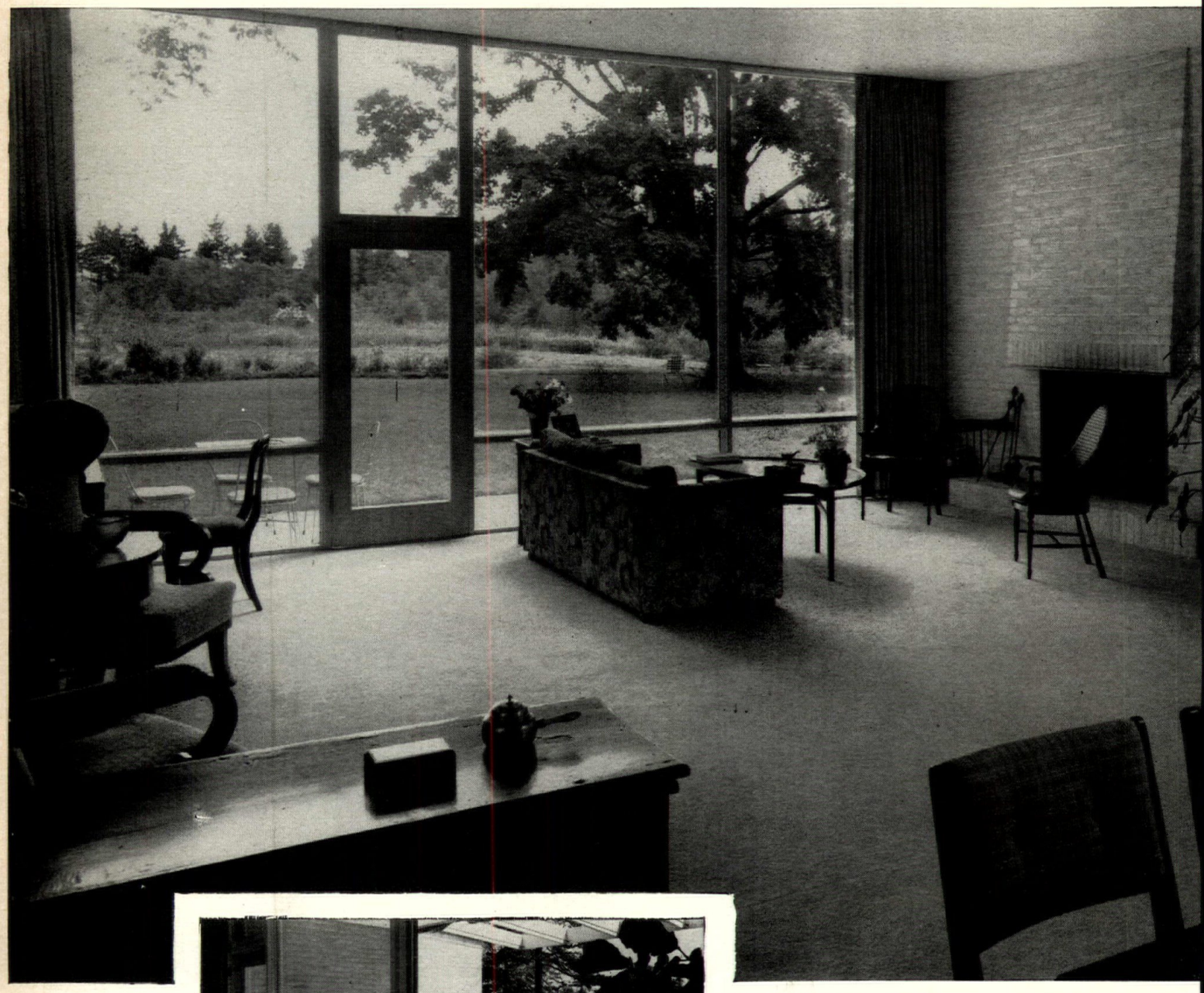
"We plan housing and industrial properties together," says Cerel. "Sites that are attractive to industry and housing that lets them get and keep the best executives and workers. Not mill towns, but modern attractive residential communities. The square box-type house is gone. Now, you've got to give them campus-type stuff. We'll take our time and develop it properly."

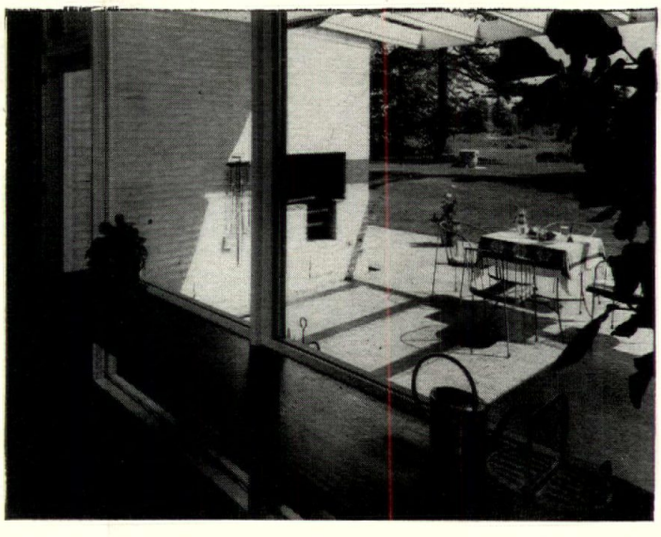
Despite this disclaimer, Cerel (rhymes with peril) moves and talks with speed. He is barrel-shaped, 47, wears his hair crew cut. He runs his business from a madeover two-story colonial house in Natick, a Boston suburb, where in a small pine-paneled office, he mans a battery of white telephones, making and rejecting deals, barking instructions to his executive staff of 75.

In housing, Cerel operates in 21 Boston areas, using three patterns:

continued on p. 94

"TWINDOW"...the world's brings many

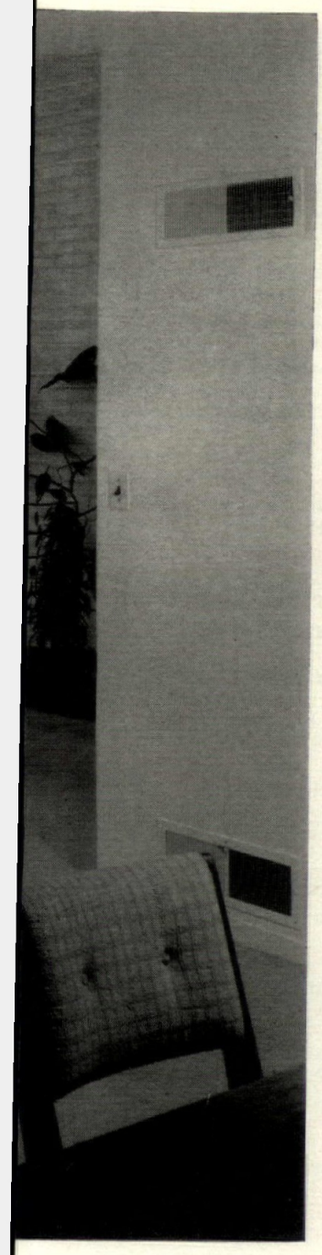


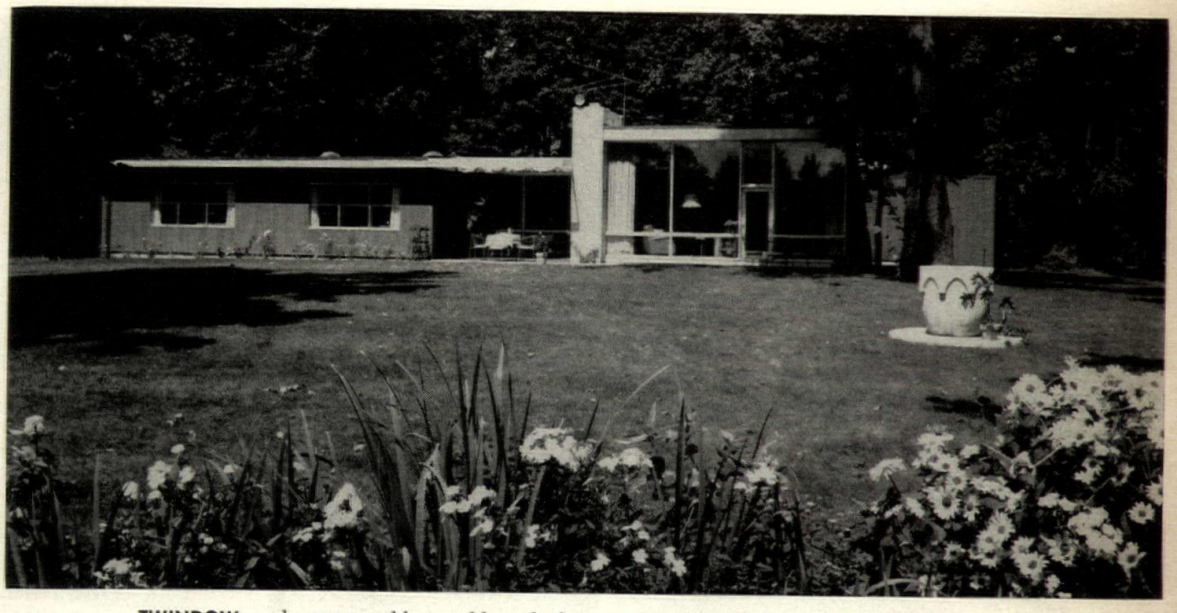


EVEN IN LARGE AREAS, the amazing insulating properties of Twindow—Pittsburgh's windowpane with insulation built in—keep a room like this one more comfortable winter and summer. Twindow reduces window fogging and icing. It cuts heating and air-conditioning costs. And it provides the most convenient form of storm window insulation. Prospective home buyers and people interested in remodeling know that they are saved the labor of putting up storm windows in the fall and taking them down in the spring. Architect: Giorgio Cavaglieri, New York City.

THIS PATIO VIEW shows the clear vision possible with "the world's finest insulating glass"—Twindow. More and more people are demanding the advantages possible with Twindow. And they are impressed with the fact that Twindow costs no more than single-pane windows plus storm sash.

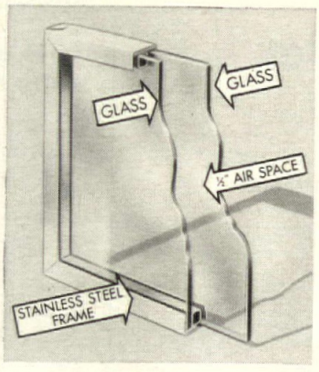
finest insulating glass... advantages to this beautiful home





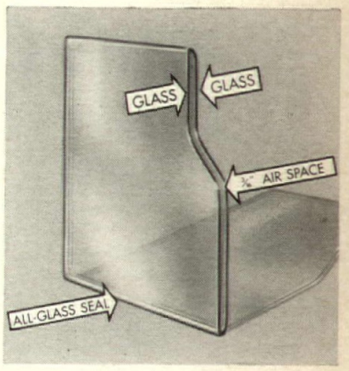
TWINDOW, as demonstrated here, adds to the beauty of the home's design. It opens the rooms to the fullest enjoyment of the outside view—whether it's an exceptionally delightful one, as here, or a modest garden scene. Moreover, Twindow minimizes cold air downdrafts. It muffles outside noises.

TWO TYPES OF TWINDOW®



METAL EDGE. Ideal for large windows and where maximum insulation is needed most. Constructed of two panes of ¼" clear-vision Plate Glass, with a ½" sealed air-space between. Exclusive stainless steel frame means no bare edges to chip or mar. It means easier, quicker, and safer handling for the builder, too.

GLASS EDGE. Constructed of two panes of ⅛" Pennvernon®—the quality window glass—with a 3/16" air-space between them. High insulating value makes these units ideal for modern window wall construction. Available in popular sizes for a variety of window styles.



See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass products.

Build it better with **Pittsburgh Glass**

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS · FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

California contractor estimates:

Time and labor costs cut 75% with the Remington Stud Driver

Out on the California coast, "Research House" has taken shape. It's an experimental house sponsored by Associated Architectural Publications and the latest tools have been used to build it—such as the Remington Stud Driver.

Contractor Bert Pickney says, "The Stud Driver cuts time and labor costs around 75% in anchoring beam supports, partition sills and furring to concrete. It took us only half a day to install the sills—a 2-day job with bolts. No pre-drilling is necessary, and sills are set tight! I certainly recommend the Stud Driver to any contractor!"

YOU CAN SPEED ALL STUD FASTENINGS—light, medium and heavy-duty—with the Remington Stud Driver. It sets *both* ¼" and ⅜" diameter studs in steel or concrete—up to 6 studs a minute either size. The tool is cartridge-powered, portable, ready to work *anywhere*. Forty styles and lengths of Remington Studs to choose from. Get full details by mailing coupon.

Remington

DUPONT

STUD DRIVER

Industrial Sales Division, Dept. H.H.-1
Remington Arms Company, Inc.
Bridgeport 2, Conn.

Please send me your free booklet which shows how I can speed the job and save with the Stud Driver.

*Name*_____ *Position*_____

*Firm*_____

*Address*_____

*City*_____ *State*_____

continued from p. 91

- Selling land to builders in exchange for exclusive rights to sales and financing.
- Providing construction loans and financing to builders who own their own land and who will grant him sales rights.
- Furnishing merchandising and sales for builders with finished houses.

Like any other successful retailer, Cerel knows that stocking the sales shelves is only the beginning of selling. Merchandising is all. Each builder who commissions him can draw on a long list of selling aids. Among them:

1. Advice on design and styling from his own architectural staff (it always comes out traditional colonial, or modified "ranch" types)

2. Trend-spotting of new ideas in housing by his research department.

3. Model house furnishing by prestige decorators and furniture stores, with advertising support from both retailer and builder.

4. Imaginative promotion. When colored appliances come in, Cerel ran turquoise-colored ads to match his kitchens. Three months ago, he opened Jordan Acres with a band concert, free hot dogs, clowns and a "no-houses-sold-today, you're-our-guests" opening day policy.

At Sturbridge, if he follows past practice, Cerel's houses will range from $11,500 to $22,000, with most of them priced about $16,000. And he will be gunning for business giants like **Ford, General Electric, Carling's, Alcoa, Sperry & Hutchinson** (all of whom have bought into previous parks).

Oddstad starts 100 houses in Santa Clara Valley project

Andres F. (Andy) Oddstad moved south of the San Francisco peninsula for the first time with his new 100 house development at San Jose (he went into East Bay last year). He also bought three other parcels for future building in Los Altos, Campbell, and Almaden. Oddstad will build three-bedroom, two bath models, $14,000 to $16,150.

Lots of space, extras optional, sells houses in Orange County

Builder **George D. Buccola** is fighting for sales in the sticky Orange County market near Los Angeles by substituting space for built-in appliances, fireplaces, sliding wardrobes and other extras. The result is a whopping sq. footage buy: 1,500 sq. ft. of house, plus a two-car garage, for $12,950—FHA or conventional.

Buccola's three-bedroom, two-bath Hansel & Gretel houses have been selling steadily, if not spectacularly in one of the toughest US markets.

Buccola finds that about half his buyers want only the basic house, since they already own a normal complement of appliances. The remainder order extras according to their needs. Leaving appliances and extras out of the basic house saves about $1,700, according to **Albert S. Hecht Jr.**, who handles Buccola's sales and promotion.

San Diego sub gets second life after Sam Berger bows out

A 1954 sales rocket that burned out through overexpansion, **Sam Berger's** 4,500 acre **Lake Park** project near San Diego (Leaders, May '55), is being readied for a second flight.

This time, 80% of the remaining 4,200 acres will be developed by Big Builders **Carlos Tavares** and **Louis C. Burgener,** who

created the 7,800 house Clairemont district as part of the Korean defense housing program. The team is planning 8,000-10,000 houses, schools, churches, shopping, a park and a golf course, with a final investment of over $100 million. The other 20% has been salvaged by a Los Angeles group originally tied to Berger.

Berger, whose promotion was sensational enough to draw 70,000 people one cold winter week end, never finished his first group of 203 houses. This spring his bonding company asked **Miramar Comet, Inc.** (A **John S. Severin** subsidiary) to finish the 203 houses. VA made Miramar replace board and batten siding on the houses, add flashing on windows and improve the quality of other items. All but 20 went to original buyers at the prices set by Berger ($8,990-$11,990). Severin is negotiating for the 486 sites still remaining in the original Berger acreage.

Berger's razzle-dazzle salesmanship, produced 1,500 sales from a whirlwind, four-color, $30,000 ad campaign. But trying for this volume without advance VA or FHA commitments, no assured bus service, with doubtful schools, and with only blueprinted sewers and water, proved too much for Berger to juggle. He ran out of cash and the bonding company was forced to take over.

Tavares and Burgener have a more modest schedule for Lake Park (the name will probably be changed to remove the stigma of the defunct effort). Master planning will take 9-12 months (under **Kenneth Mitchell,** former FHA land planner for southern California), and Staffman **Ed Wilson).** Houses will be built over 5-10 years, and other builders will be invited in.

Basement fireplace for $100 lures Minnesota buyers

First, two baths, now two fireplaces.

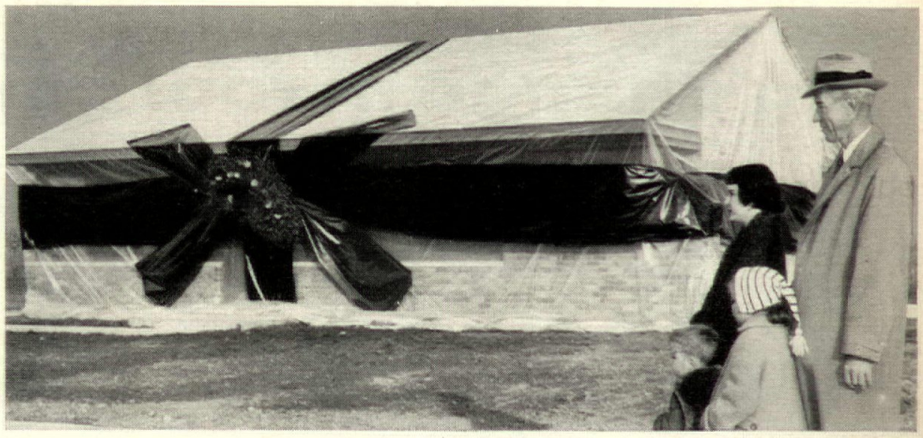
A second hearth, installed in the basement recreation room, is adding sales appeal for two Minneapolis builders.

W. D. Coffman charges only $80-$100 for an extra fireplace in his $25,750 houses. **Maple & Son's** $16,000 **Page & Hill** prefabs include one for only $100, including a 10′-wide brick wall.

Long Island homes for $12,990 include air conditioning

Year 'round air conditioning and the low-cost house met in a new Long Island project. Results: 37 sales in three weeks in a sticky market.

The 2-ton central cooling system is a 1½-story Cape Cod bungalow with an expansion attic. **Nebok Communities Organization,** builders of the 250-house project, tell cost-conscious buyers that summer cooling will cost an average family only $40 per year.



A Detroit builder gift wraps a house to spur Yule sales

Detroit Builder **Edward W. (Ted) Pratt** would have trouble finding a tree tall enough to put it under, but he made a pitch for Yuletide sales with this model house wrapped in polyethylene plastic and tied with a giant red ribbon and bow. It took six men to drape the 60′ x 70′ film around the ranch house (which sells for $14,890).

Co-op booklet lets builders plug products in their homes

Brand-name products add their strength to the builder's sales message in a new co-operative plan for publishing booklets for distribution to sales prospects.

Builder **Gerrard Berman** in Paterson, N.J. was guinea pig for the first use of the **Home Facts Inc.** 20-page brochure. He furnished the publisher with a list of national manufacturers whose products are in his houses. Those cooperating (13) had their sales message included in a striking booklet.

Home Facts' boss, **James Mills** of New Canaan, Conn. splits the cost between manufacturers and builder. To include three pages of promotional copy costs the builder $136 for 2,000 copies ($72 for one page, $104 for two). These prices are based on a minimum of 16 supporting national firms.

Carol City, Fla. is sold again; 2 Californians pay $12 million

One of Florida's most ballyhooed supercities, **Carol City,** has changed hands again.

President **John McArthur** of Bankers Life & Casualty Co., Chicago, and several partners sold it for $12 million to two Californians, **Arthur A. Desser** and **Harold B. Garfield,** both of Beverly Hills. They said Contractor **Del E. Webb** of Phoenix (and co-owner of the NY Yankees) will take over completion of the $200 million project.

"It's a nice piece of property and the only reason it got into a mess was because of too many cooks," said McArthur. When Publicist **Carl Byoir,** Miami Builder **Julius Gaines** and Punchboard Promoter **Ralph Stolkin** first announced Carol City in the summer of 1954, they were going to sell 10,000 homes "almost at cost" and make their profit on waterworks, shopping centers, etc. They got into a fight and construction stopped after 832 were built. After a series of lawsuits, McArthur wound up in control.

Yard full of patio displays sells extras for builders

As a service for their builder customers (and a profitable retail operation), **McPhail Fuel Co.** of San Rafael, Calif., set up a complete garden materials center.

Designed by top-flight Landscape Architects **Eckbo, Royston & Williams,** the 100′ x 100′ area, includes open air live displays of dozens of yard and patio materials, sand, gravel and cement. Custom builders bring clients to McPhail's to pick out both materials and design for new-house patios (some 19 patio materials are shown in actual use). Open stacks and bins permit fast loading of builders' trucks. Says Vice Pres. **David G. Steven:** "Builders like to borrow the ideas, and our dry-materials business has increased 10% since we opened the display this spring."

Long Island builders offer money-back guarantee for a full year after closing

The unconditional, money-back guarantee has finally come to housing. Four Long Island builders, **Joseph Rose, Dominick Cordero** and **Robert** and **Arthur Buzen** have offered buyers of their $12,990-$15,990 houses a full refund of their down payment within one year of closing title if they are unhappy. They promise in writing to take back the house.

This unprecedented guarantee ("for any reason whatsoever") is based on the builders' belief that only an emergency would make a family give up its new home, and that, with financing already arranged, the house would be immediately re-saleable. If the down payment was more than the required 10%, the entire sum will be refunded.

Nobody knows yet how many buyers will want their money back. But within two weeks of opening, Hamilton Park sold 60 of the 80 houses in its first section.

How builders can profit from big change in roof construction

Roof deck over open beam construction increasingly popular with home buyers

1. TEMLOK ROOF DECK SAVES UP TO $250 PER HOUSE, SLICES LABOR TIME 50%

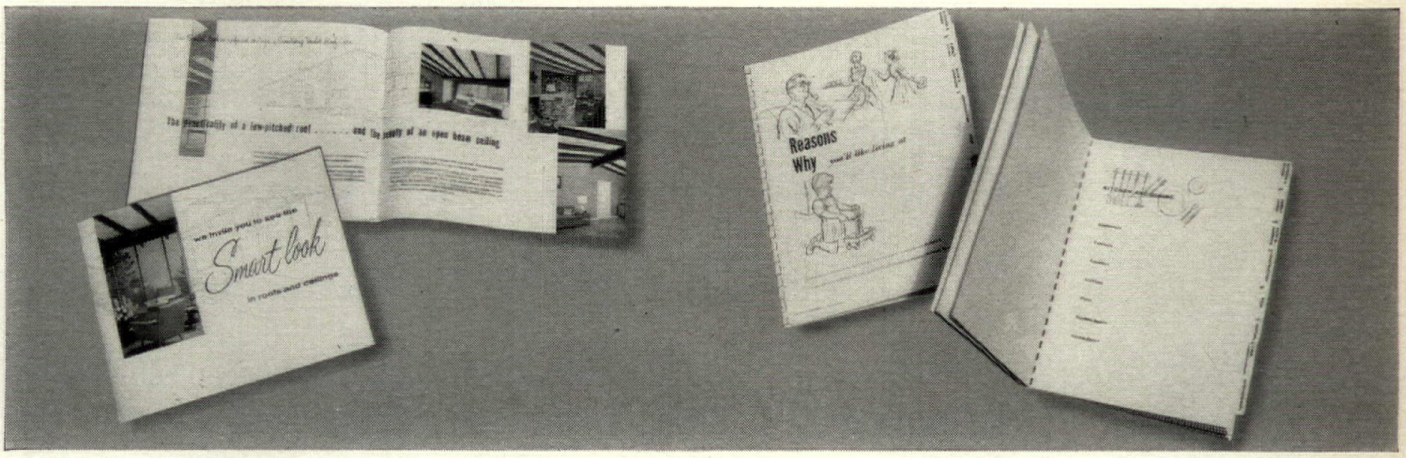
When you build with the new Armstrong Temlok Roof Deck, you're assured faster, simpler construction . . . with savings up to $250 per house. That's because Temlok Roof Deck is a 4-in-1 material. It provides strong decking, complete roof insulation, vapor barrier, and finished ceiling in one installation. Your men have less material to handle, do less sawing and nailing, leave less waste. As a result, a 30′ x 40′ roof can be applied in 12 man hours compared to 24 with conventional materials.

2. BEAUTY OF OPEN BEAM CEILING ATTRACTS BUYERS, SPEEDS SALES

Temlok Roof Deck does the same thing for your salesmen that it does for your carpenters—it makes their job easier. For Temlok gives them the powerful new sales feature of a beautiful open beam ceiling. Here is a rich-looking ceiling that prospects expect to find only in high-priced homes. It makes modern open-planned rooms look more spacious . . . yet blends equally well with both contemporary and traditional interiors. Temlok Roof Deck's insulation value also cuts heating and air-conditioning costs . . . and assures a strong, permanent roof that lasts the life of the house without cracking or warping.

3. NEW PROMOTIONAL PIECES TO HELP SALESMEN SELL

To help you and your salesmen make the most of the many advantages of Temlok Roof Deck, Armstrong has prepared the various promotional pieces shown below. Each has a specific job to do. All will help put prospects in a buying mood. And all four pieces are *free*.

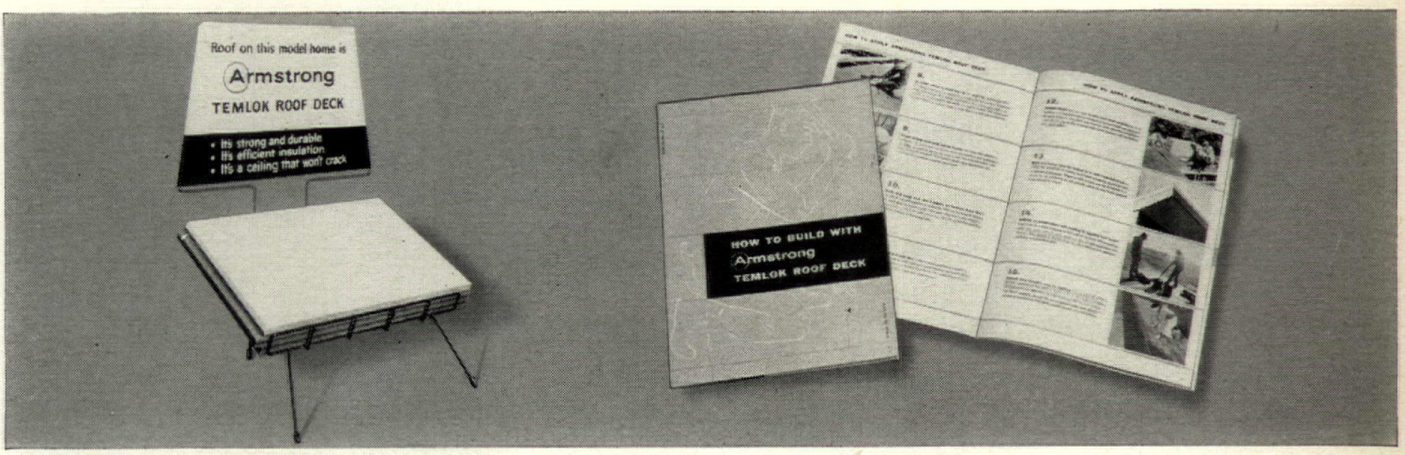


Personalized booklet for prospects

Make sure every prospect that goes through your house gets the complete story on the advantages of a house built with Temlok Roof Deck. This personalized booklet has your name and the name of the project imprinted on the front of the book without charge.

Selling portfolio for salesmen

Your salesmen will often refer to this valuable portfolio. It provides space for data about all the outstanding features of your homes. A page on Temlok Roof Deck answers many questions about this beautiful, practical roof-ceiling material.



Eye-catching display for model home

This smartly styled table display points up the chief advantages of Temlok Roof Deck. An actual sample of Temlok shows the sturdy construction and attractive ceiling finish. Display it prominently on your model home. Your salesman will find it a handy selling aid when talking to prospects.

Full story on roof deck construction

This concise 24-page booklet gives your designer and carpenters complete product information, test data, beam size and spacing charts, floor plans, photos of step-by-step application, and construction details. *Send today for your FREE copy* of "How to Build with Temlok Roof Deck." For information on the promotional kit, write to the Armstrong Cork Company, 3701 Sixth Street, Lancaster, Pennsylvania.

Plan your fall homes with

Armstrong BUILDING MATERIALS

Temlok® Roof Deck • Temlok Sheathing • Temlok Tile • Cushiontone® Ceilings

GENERAL ELECTRIC
the most dynamic **Promotion Idea**

Nothing like it for selling homes

It's an exciting new concept in whole-house air conditioning—and it has everything it takes to make your homes more sell-able in the competitive period ahead. Big space magazine ads, local campaigns and publicity—all will give a big edge to the builder featuring General Electric Home Heating and Air Conditioning with the fabulous BUILT-IN SERVANTS. At the NAHB show ask for the full story of this greatest advance in year 'round comfort for home owners. Or see your General Electric Distributor for details. General Electric Home Heating and Cooling Department, Tyler, Texas.

Progress Is Our Most Important Product

GENERAL ELECTRIC

ANNOUNCES
ever in Whole-House Air Conditioning

AT THE

NAHB

SHOW IN

CHICAGO

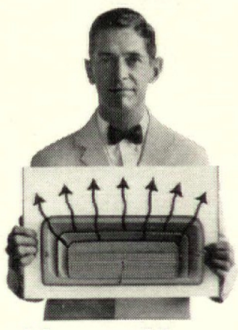
BE SURE

TO SEE

THE FABULOUS

BUILT-IN SERVANTS

MagicMaid



HouseMan

WeatherMaid

Visit General Electric Booths 97-98-99

January 20, 21, 22, 23, 24 CONRAD HILTON HOTEL

BIG POWERFUL LOCAL ADVERTISING...featuring the Built-in Servants will go to work for you right where your houses are to be sold. And you'll have the benefit of publicity tie-ins and novel displays in the sellingest promotion program ever offered to the building field.

Our Invitation...to Your Prospects!

Mr. Builder! *We want to help you sell your houses fast!* This spring, Wallpaper Council advertising in the five great national magazines above . . . reaching over 9,000,000 home-minded families every month . . . will invite everyone to visit their local model homes to see the newest ideas in home decoration.

As most builders already know, nothing helps sell a new house like the warm, "ready-to-live-in" look that only wallpaper can provide. If you are one of the few who have not profited by wallpaper's proven ability to close the sale, we urge you to write for our booklet, "Wallpaper Sells Homes". It tells how successful builders from coast to coast find wallpaper a powerful "silent salesman".

This is *your* campaign . . . designed to attract hundreds of new prospects to *your* houses. Cash in on it by papering the walls of every model house you build!

Wallpaper Council, 509 Madison Ave., New York 22, N.Y.

Please send me your free booklet, "Wallpaper Sells Homes," containing actual case histories of residential builders who use wallpaper to sell their homes.

NAME_____

ADDRESS_____

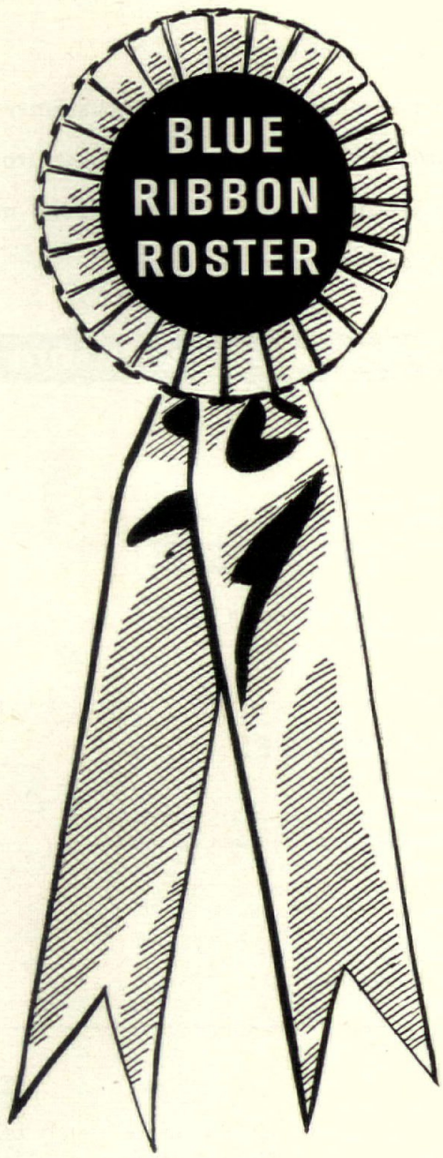
CITY_____ ZONE_____

STATE_____

When in Washington, D. C., be sure to visit the Wallpaper Council Exhibit at the National Housing Center

WALLPAPER COUNCIL 509 Madison Ave., New York 22, N.Y.

IRVING ROSE, Midwest's largest home builder, uses this blue-ribbon roster of The Saturday Evening POST -advertised products . . .



Armco Steel Building Products
Celotex
Douglas Fir Plywood
Formica
G-E Light Conditioning
Gold Bond Gypsum Wallboard
Gold Bond Plaster
Johns-Manville Insulations
Kelvinator Appliances
Kentile Flooring
L. O. F. Parallel-O-Plate Glass
Masonite Panels and Fixtures
Moe Light Fixtures
Molly Screw Anchors
Panelyte Surfaces
Pittsburgh Plate Glass
Portland Concrete
Reynolds Aluminum
Stanley Hardware
Tempotherm Thermostats
Weldwood Products
Weyerhaeuser 4-Square Lumber

ROSE homes are wired for the Housepower needed to "LIVE BETTER . . . *Electrically*"

IRVING ROSE *features the brands his customers know best!*

The Saturday Evening POST -gets to the heart of America

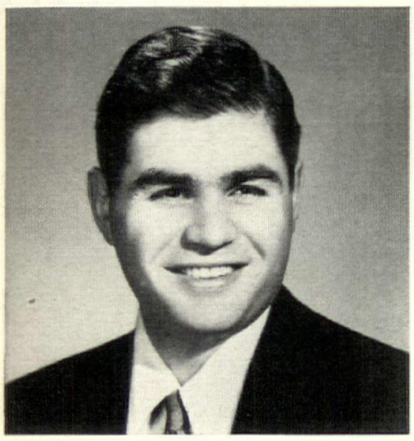
EDWARD ROSE

MIDWEST'S LARGEST HOME BUILDER USES

Beautiful–New

SOSS LEV-R-LATCHES

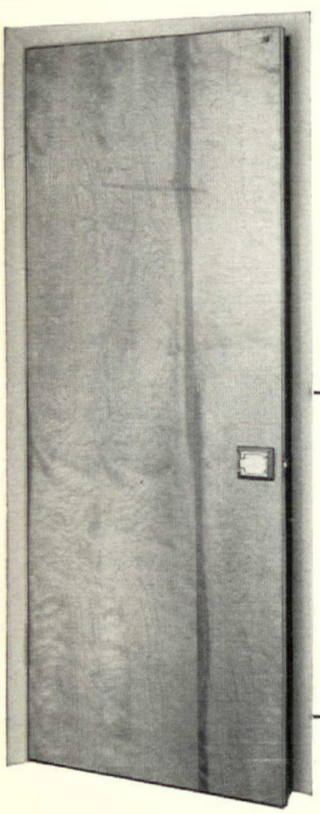
open doors with a *FLICK* of a finger!



Irving Rose, President, Edward Rose & Sons, Detroit, Michigan, Dayton, Ohio and Louisville, Kentucky, home builders.

IRVING ROSE SAYS—

"Soss Lev-R-Latches help convince our customers and prospects that we are using the newest and best products in the building field to produce a home that offers the maximum in quality, comfort, convenience and value."



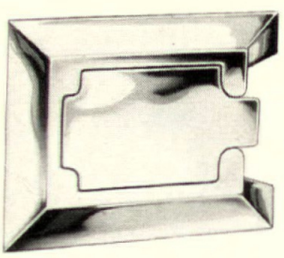
Shown here is a door, in an Edward Rose home, that is equipped with a smart, modern Soss Lev-R-Latch.

QUALITY SOSS PRODUCTS THAT ARE USED IN ALL BETTER BUILT HOMES:

SOSS LEV-R LATCH

FEATURES:

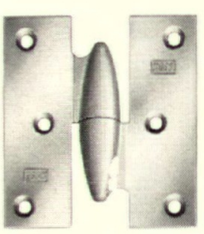
- Flush type design
- Easy to install
- Available with or without locking mechanism for all interior swinging doors
- Available in all Standard U. S. Finishes



SOSS OLIVE BUTT

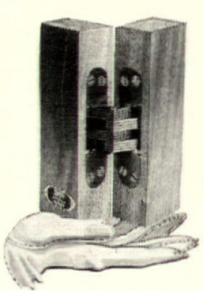
FEATURES:

- Low in cost
- Installation is same as any 3½" butt hinge
- When open, door can be taken off without removing pins or screws
- Lifetime nylon bushing
- Choice of attractive finishes
- Adaptable to either 1⅜" or 1¾" interior or exterior doors
- Lifetime Guarantee



SOSS INVISIBLE HINGES

Soss Lev-R-Latch and Olive Butt are made by the manufacturers of the "Hinge that hides itself", the Soss Invisible Hinge.



For complete details on these advanced Soss products write—

SOSS MANUFACTURING COMPANY

Department 53 • P.O. Box 38 • Harper Station

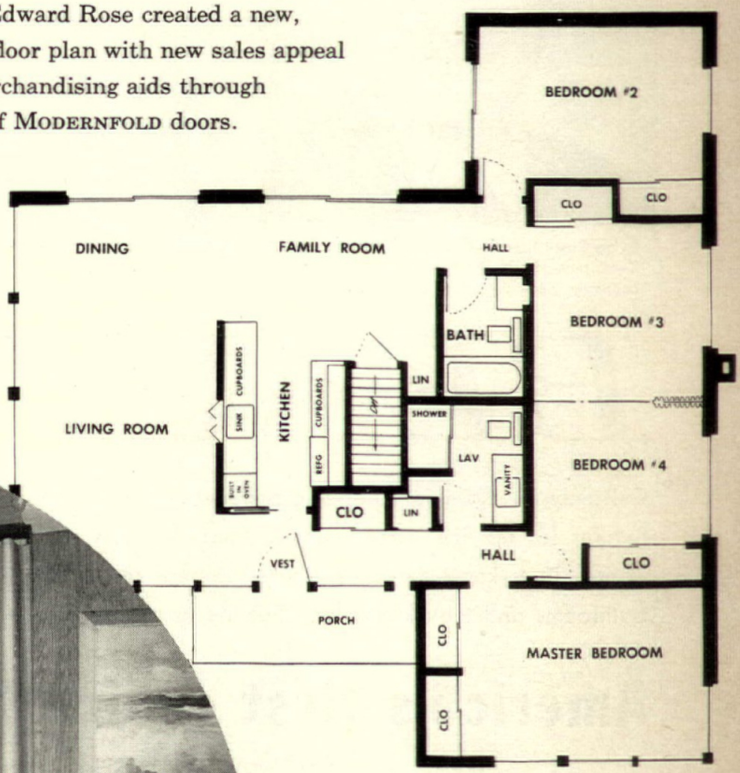
DETROIT 13, MICHIGAN

MIDWEST'S LARGEST HOME BUILDER USES

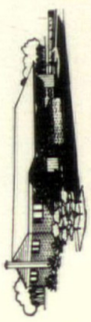
modernfold DOORS®

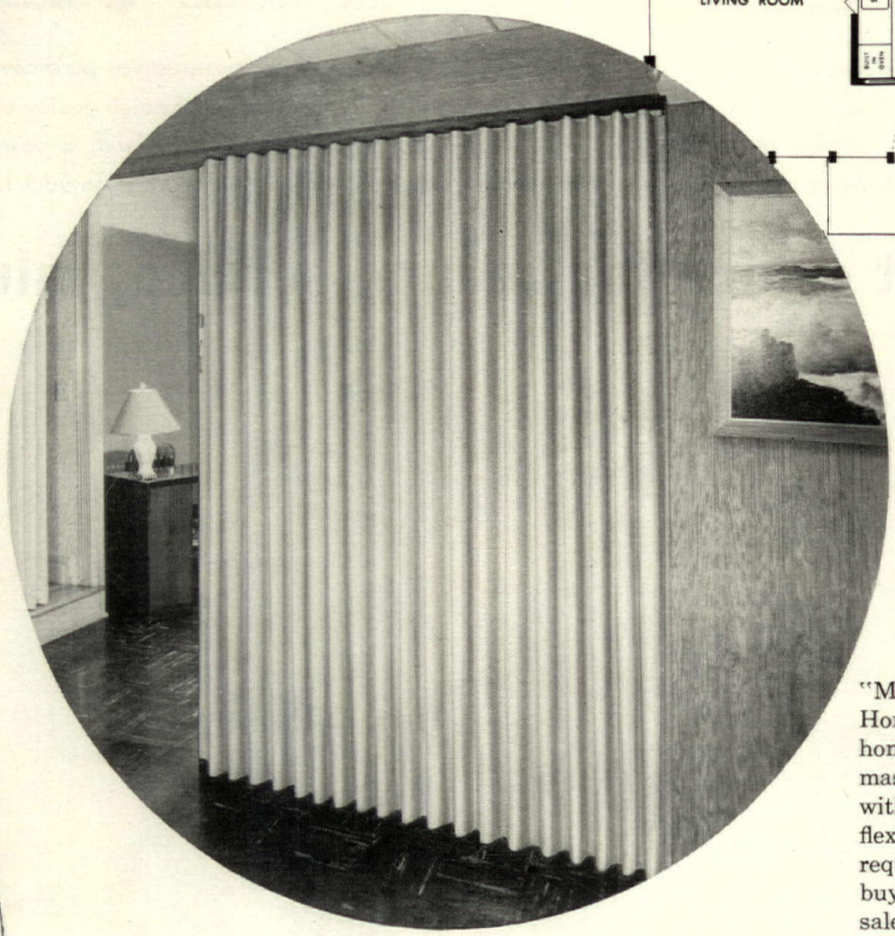
Irving Rose, President, Edward Rose & Sons, Detroit, Michigan, Dayton, Ohio and Louisville, Kentucky, home builders.

Here's how Edward Rose created a new, highly flexible floor plan with new sales appeal and new merchandising aids through the use of MODERNFOLD doors.



Floor plan of new Edward Rose Northland '57 T-201 Homes.





The type of MODERNFOLD door used in the new Edward Rose Northland '57 T-201 Home. Usage of this door (see floor plan) creates an extremely flexible floor plan that has great appeal to many types of buyers.

Irving Rose says

"MODERNFOLD doors make our new T-201 Home a 3-in-1 house. It's (1) a four bedroom home, (2) a 3 bedroom home with two master bedrooms or, (3) a 3 bedroom home with a private den. Because of this extremely flexible floor plan the home meets the requirements of three different types of buyers and is, therefore, three times as saleable. We chose MODERNFOLD doors for this new type home because the public recognizes them as the finest door of this type; there would be no maintenance problems; the price was satisfactory; and we were furnished excellent merchandising aids by our local MODERNFOLD door distributor."

NEW CASTLE PRODUCTS, INC., New Castle, Indiana

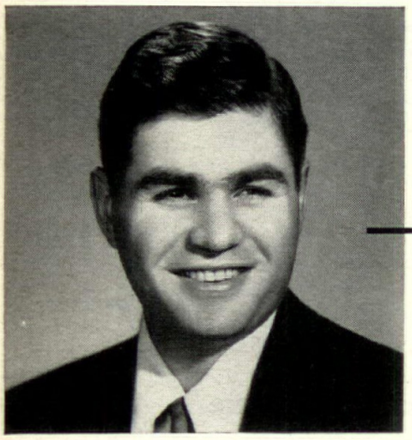
Available in over 60 countries throughout the world • *In Canada:* New Castle Products, Ltd., Montreal 23 • *In Germany:* New Castle Products, GMBH, Stuttgart

LARGEST NEW HOMES FOR YOUR MONEY

EDWARD ROSE

14900 Linwood... UN 3-2115

BILDOR MEMBER



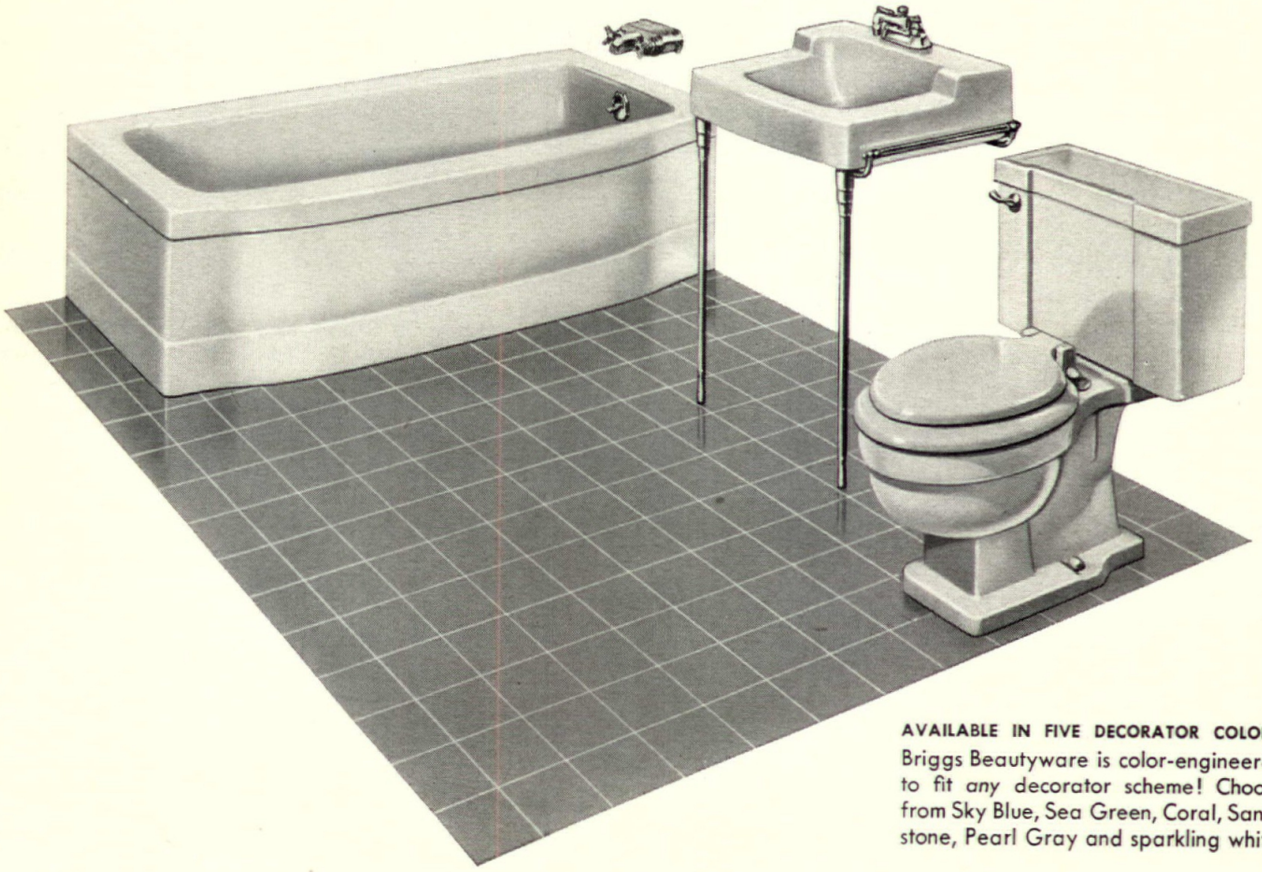
Irving Rose, President, Edward Rose & Sons, Detroit, Michigan, Dayton, Ohio and Louisville, Kentucky, home builders.

MIDWEST'S LARGEST HOME BUILDER USES

BRIGGS BEAUTYWARE

Certainly Mr. Rose specifies Briggs Beautyware bathroom fixtures for his fine homes—as do smart builders everywhere. They know the potent sales appeal of beautiful bathrooms and they know, too, that the name Briggs has high recognition value with prospective purchasers—recognition easily used to emphasize the high quality of the entire house. You provide your people with a powerful and proven sales tool when Beautyware is on your team.

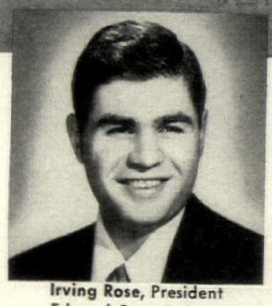
America's first choice for beauty, service, value



AVAILABLE IN FIVE DECORATOR COLORS! Briggs Beautyware is color-engineered to fit *any* decorator scheme! Choose from Sky Blue, Sea Green, Coral, Sandstone, Pearl Gray and sparkling white.

EDWARD ROSE

BUILDER OF OVER 12,000 FINE HOMES



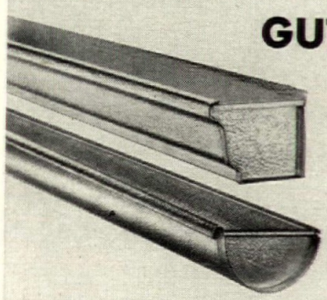
Irving Rose, President
Edward Rose & Sons.

Edward Rose & Sons features Reynolds Lifetime TRADE MARK Aluminum

Edward Rose & Sons of Detroit have built over 12,000 fine homes in the past 34 years. They know the features that mean real quality... adding sales appeal while keeping costs down. The firm's founder and board chairman, Edward Rose, says: "Reynolds Aluminum products never rust, give the homeowner a bonus of important maintenance savings every year. Buyers of Edward Rose homes get a one-year written guarantee against construction defects, so lasting quality is essential." And Irving Rose, President, says: "We plan right down to the smallest detail. This means even buying aluminum nails." The result is the better value these builders advertise..."Builders of the Largest New Homes for Your Money."

Write for literature on these home-selling products. **Reynolds Metals Company,** Building Products Division, 2019 South Ninth Street, Louisville 1, Kentucky.

GUTTERS



Now an established tradition in fine home-building... for better appearance, for rust-proof permanence without painting, for low cost. Ogee style, embossed finish in 4", 5", 6" sizes; half-round 5", 6".

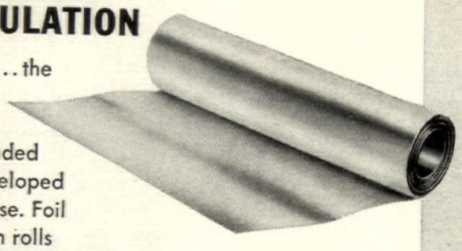
FLASHING

Lowest cost of all rustproof flashing materials... best-looking, too. Easier to cut and handle... roofers prefer working with aluminum. .019" thick in 50' rolls, 14", 20" and 28" wide.

NAILS

Aluminum siding nails need no deep setting or puttying because they cannot cause rust stains. Aluminum is best for all exposed nailing. Wide range of types, sizes.

REYNOLDS ALUMINUM REFLECTIVE INSULATION

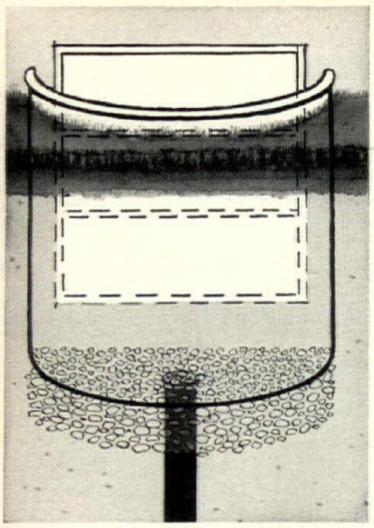


Now in new builder's type... the low-cost, high-efficiency insulation that's the best vapor-barrier, too! Foil bonded to 40 lb. kraft paper... developed especially for professional use. Foil on one side and two sides, in rolls of 250 and 500 sq. ft., 25" and 36" widths.

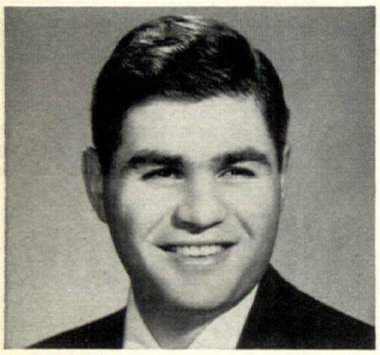
Visit Reynolds Display at NAHB Chicago Show, Conrad Hilton Hotel, January 20-24.

REYNOLDS ALUMINUM

See "CIRCUS BOY", Reynolds great dramatic adventure series, Sundays, NBC-TV Network.



This modernly designed window-well uses Orangeburg Pipe to carry excess water to a drain line down below.



Irving Rose, President, Edward Rose & Sons, Detroit, Michigan, Dayton, Ohio and Louisville, Kentucky, home builders.

Edward Rose & Sons

"Midwest's Largest Home Builder" uses

ORANGEBURG®

3" PIPE and FITTINGS

for window-well drain lines

MR. ROSE SAYS:

"Trusted brand names are proof of high quality . . . create confidence . . . help to make easier sales. Orangeburg's national advertising over the years in such magazines as Life, Better Homes and Gardens, American Home, help to *pre-sell our prospects.* They know that Orangeburg Pipe is high-quality and will last for years. The Orangeburg brand name implies that all other materials in the house are high quality too."

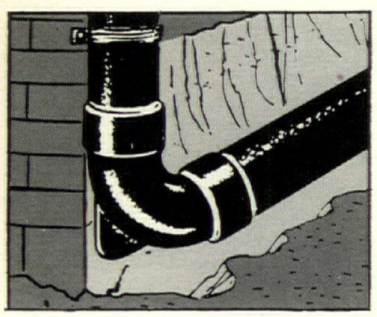
Here is why you can always trust the Orangeburg brand name on pipe:

ORANGEBURG PIPE AND FITTINGS — with *self-sealing* Taper-weld Joints — keep roots from entering anywhere along the entire pipeline. Strong, tough, resilient Orangeburg resists corrosive ground waters, traffic tremors, earth deflections, temperature variations. Lightweight 8-foot lengths and fewer joints speed installation and cut costs of handling and laying. Lines in for 50 years or more are proof of long life and dependable service.

Over 200,000,000 Feet In Service . . . From Maine to California

ORANGEBURG ROOT-PROOF PIPE is America's *modern* pipe for . . . sewer lines to street mains, or septic tanks, downspout run-offs, storm drains and other underground non-pressure uses.

ORANGEBURG PERFORATED PIPE is widely used for . . . septic tank disposal fields, foundation footing drains — also the draining of wet spots in lawns, drive-in theaters, athletic fields, parking lots, airports.



(An Important Sales Feature For All Builders)

DRAIN THAT ROOF WATER AWAY

Installed downspout run-offs have helped close the sale of many a new house. Roof water left to splash down on the ground seeps through to the garage or cellar floor — makes a mud hole of the yard, or an eye-sore on the lawn. Draining that roof water away with 3" Orangeburg Root-Proof Pipe — installed quickly, easily, economically . . . helps sell the house.

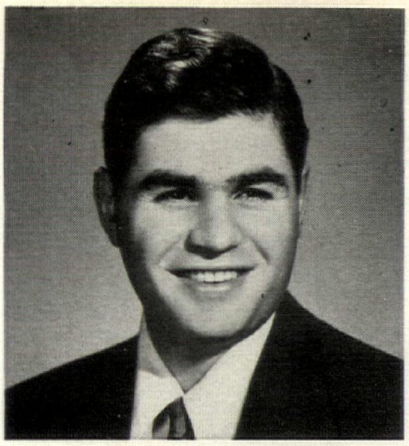
***IT PAYS TO SPECIFY AND INSTALL THE LEADER—* ORANGEBURG**

PIPE and FITTINGS

Informative catalog 307 on request. Write Dept. HH-17

ORANGEBURG MANUFACTURING CO., INC.

Orangeburg, N. Y. Newark, Calif.



LARGEST NEW HOMES FOR YOUR MONEY

EDWARD ROSE

14900 Linwood... UN 3-2115

ONE OF THE MIDWEST'S LARGEST HOME BUILDERS USES

RUBEROID LOK-TAB®

(Pat. No. 2,659,322)

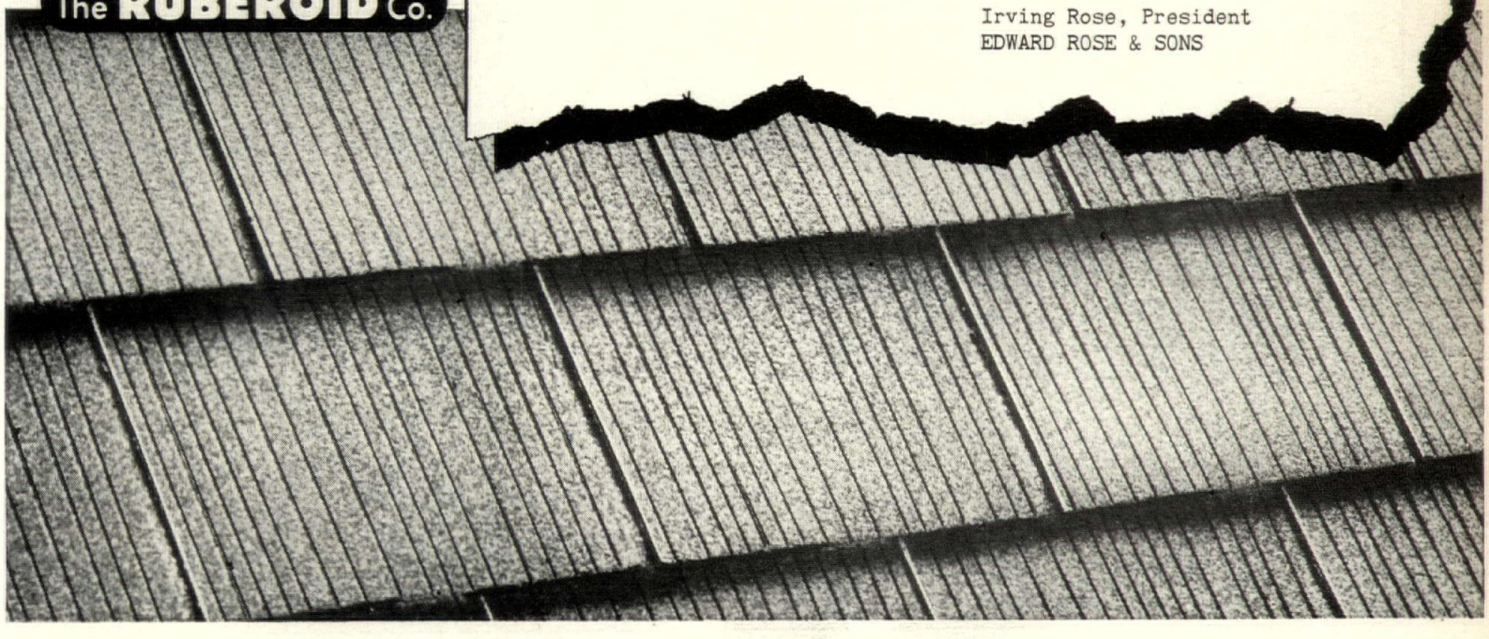
WIND-SAFE ASPHALT SHINGLES

Ruberoid sold me on Lok-Tabs with three words -- Beauty, Safety and Economy. Lok-Tabs make as pretty a color-styled roof as you'll find anywhere. Lok-Tabs are safe in any kind of storm. Those locking tabs really perform. Best of all, I save money in applying Lok-Tabs. Fewer shingles, fewer nails, Lok-Tabs are easier and quicker to put on. Their performance and the power of a nationally advertised brand make the Lok-Tab roof a key sales feature on all of our homes.

Irving Rose, President
EDWARD ROSE & SONS

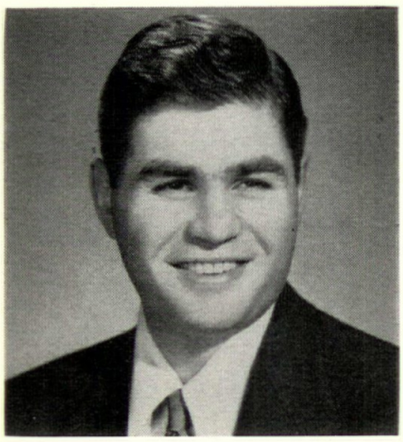
See for yourself what Lok-Tab asphalt shingles can do for your sales *and* profits. Call your Ruberoid dealer today.

The RUBEROID Co.



EDWARD ROSE

MIDWEST'S LARGEST HOME BUILDER USES



Irving Rose, President, Edward Rose & Sons, Detroit, Michigan; Dayton, Ohio and Louisville, Kentucky, home builders.

THE WORLD'S FINEST FLOORING

OZARK® OAK FLOORING

THE HOME WITH A SHOPPING CENTER ON ITS "FRONT LAWN" HAS PRECISION MILLED OZARK OAK FLOORING

The "Northland '57", the model home which Edward Rose & Sons erected on the Terrace in front of the gigantic Northland Shopping Center in northwest Detroit, is finished with OZARK OAK FLOORING, as will be all replicas of this sensationally successful model home. Thus the incomparable beauty and durability of OZARK OAK FLOORING will be enjoyed by hundreds of Edward Rose new home customers. The "Northland '57" model home is viewed by an average of 5,000 people every day, week after week.

The superior quality of OZARK flooring does not happen by chance. It starts with the finest of Oak as only the Missouri Ozarks can produce it . . . it is carefully seasoned in the most modern kilns and is produced to meet NOFMA standards. In other words, it is milled and graded to the degree of accuracy that only the best in equipment and skilled help can produce. If you are looking for a quality Oak flooring proven over the years . . . we invite your inquiries.

Write, phone or wire us collect for quotations and delivery.

THE OZARK OAK FLOORING COMPANY
BISMARCK, MISSOURI PHONE 115

Fine Flooring Since 1927

OZARK NOFMA CERTIFIED OAK FLOORS

LARGEST NEW HOMES FOR YOUR MONEY

EDWARD ROSE

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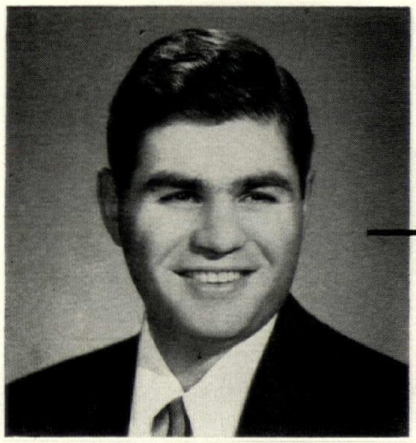
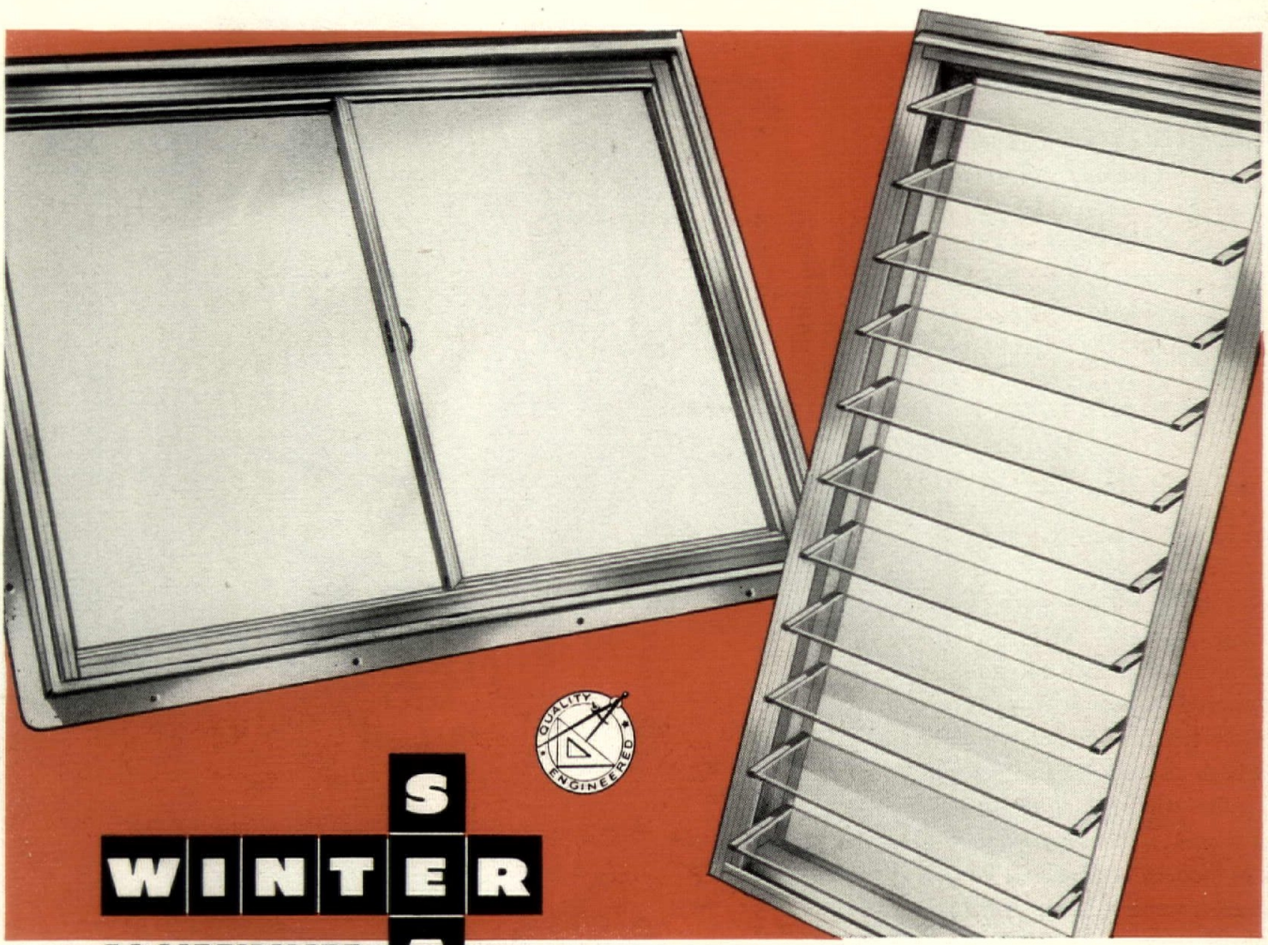


Irving Rose, President, Edward Rose & Sons, Detroit, Michigan, Dayton, Ohio and Louisville, Kentucky, home builders.

MIDWEST'S LARGEST HOME BUILDER USES

WINTER SEAL

ALUMINUM WINDOWS TO STEP UP SALES



WINTER SEAL

ALUMINUM

EXTRUDERS · MANUFACTURERS

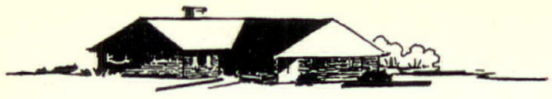
WINDOWS · DOORS · SCREENS · JALOUSIES

Homes with *sales appeal* move fast. Those without this "precious ingredient" just sit — waiting for a buyer.

Winter Seal aluminum sliding windows and jalousies give homes the extra appeal that closes the deal. They are made of heavy-duty extruded aluminum, satin-finished to look better and last longer.

Winter Seal products are sold and serviced nationally by a large network of reliable dealers.

Winter Seal Corporation • **Detroit 27, Michigan** • **Winter Seal of Canada, Toronto 15**



LARGEST NEW HOMES FOR YOUR MONEY

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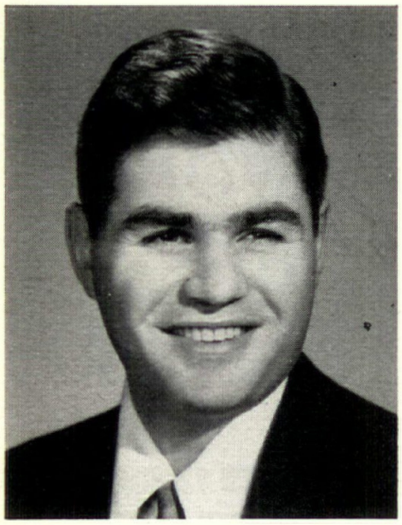


Irving Rose, President, Edward Rose & Sons, Detroit, Michigan, Dayton, Ohio and Louisville, Kentucky, home builders.

MIDWEST'S LARGEST HOME BUILDER USES

Waste King Pulverator

America's Finest Garbage Disposer

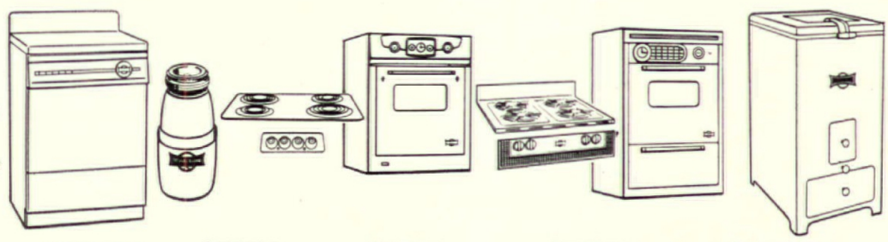
"Products that are known and trusted for quality, value and performance are what home buyers look for. That is why we specify Waste King Pulverator garbage disposers. They fill the bill in every way and even more..." states Irving Rose, President of Edward Rose & Sons.

There's a reason why—

WASTE KING is FIRST in Quality and Sales! This year, Waste King celebrates the sale of its one-millionth garbage disposer... the first to go over this magic million milestone. What better proof is there of Waste King's superior features and operation. Here is a garbage disposer you can depend on... that will upgrade the quality of your homes... that gives your homes modern convenience your customers want.

Waste King offers you a "package"

of companion kitchen appliances —Designed with eye appeal, proved features and performance establishing the highest quality for your homes.



AUTOMATIC DISHWASHERS | GARBAGE DISPOSERS | BUILT-IN ELECTRIC RANGES | BUILT-IN GAS RANGES | INCINERATORS GAS, ELEC., L.P.

Send for full details now—

WASTE KING
CORPORATION
3300 E. 50th St.
Los Angeles 58,

LARGEST NEW HOMES FOR YOUR MONEY

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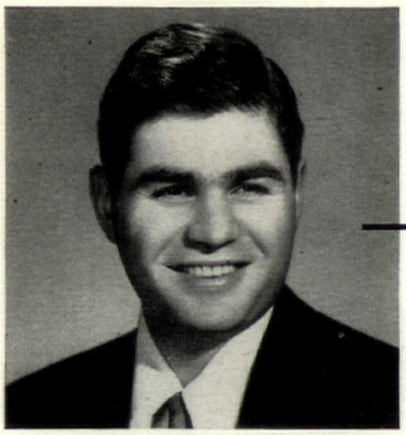
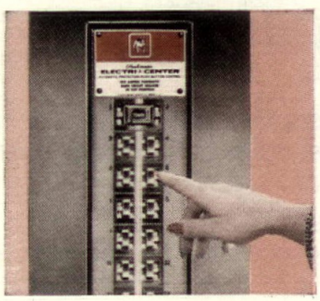


Irving Rose, President, Edward Rose & Sons, Detroit, Michigan, Dayton, Ohio and Louisville, Kentucky, home builders.

MIDWEST'S LARGEST HOME BUILDER USES

PUSHMATICS

...to bring you over-all electrical protection and pushbutton convenience



Now it's here—Safer Electrical Living with over-all home protection. New Pushmatic Electri-Centers® with *one* master switch assure positive protection for *everything* electrical in your home. This *one attractive panel* does the *whole* job . . . brings *full housepower* into reality.

Pushmatics® win friends on other counts, too. Nothing touches them for convenience. If lights go out, just push the button and you're back in business. No fumbling with bothersome fuses or danger of electrical shock. And you have capacity in advance for future needs.

Rest assured. Pushmatic protection is the best your home can have. And that's why responsible builders all over the country are insisting on it. Shouldn't you?

© BEPCO

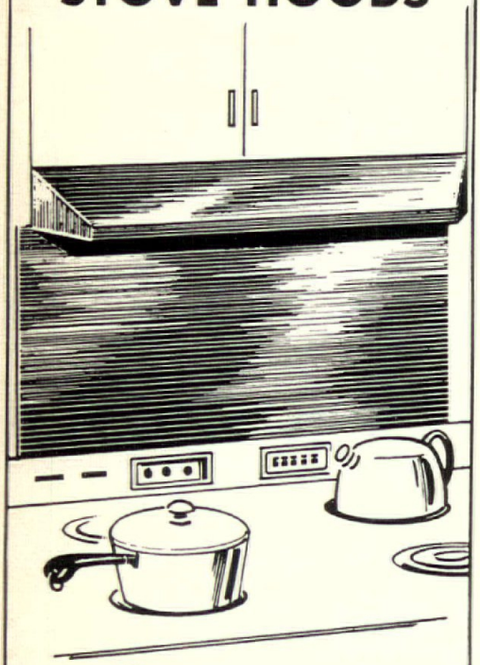
IF IT'S NEW... IF IT'S DIFFERENT... IF IT'S BETTER... IT'S **BULLDOG**

ELECTRIC PRODUCTS COMPANY

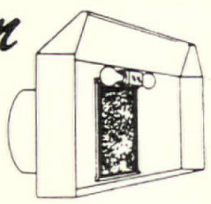
A Division of I-T-E Circuit Breaker Company

Export Division: 13 East 40th Street, New York 16, N. Y. • *In Canada:* BullDog Electric Products Co. (Canada) Ltd., 80 Clayson Road, Toronto 15, Ont.

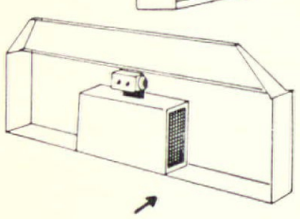
SWITCH TO Swanson STOVE HOODS



Swanson "800" SERIES



"400" TWIN BLOWER SERIES



HINGED MOTOR HOUSING

Swanson Hoods give you service free performance, easy installation, low cost, wide choice of units, finishes and sizes.

FREE . . .

Learn why builders from coast to coast prefer Swanson Hoods. Write us today for free illustrated booklet that gives full details on our complete line of hoods, back splashes and vent fans.

See us at the NAHB Chicago Show
Booth 942 Coliseum

Swanson
MANUFACTURING COMPANY
607 S. WASHINGTON
OWOSSO 1, MICHIGAN

ON BEHALF OF HOME BUILDING

Thanks to HOUSE & HOME for its advertisement in TIME promoting the home building industry. This is an effective and attractive piece of advertising, and an unusual service to the entire home building industry—one which, I am sure, will be appreciated by all segments of the industry.

ROY M. MARR, *president*
US Savings & Loan League

I noticed your ad in TIME magazine.

It is important that we promote home ownership and do everything in our power to interest all Americans in buying a home. Even though we have many problems in the industry today, one of the most important is keeping the public interested in home ownership.

JOSEPH B. HAVERSTICK, *president*
National Association of Home Builders

You are to be congratulated; it should be very effective.

JOHN F. AUSTIN JR., *president*
Mortgage Bankers Assn.

See page 222 for a reprint of the first in HOUSE & HOME'S series of advertisements being published in TIME on behalf of the home building industry—ED.

POST, BEAM AND PLANK

Your series of articles on Post-Beam-and-Plank Construction (H&H, June & July, 1954) is proving to be very helpful in my building technology course. It's one of the few studies, to my knowledge, that has treated contemporary wood framing in a general way, i.e. stressing the design potentials of the system and noting some of its comparative advantages and disadvantages. I hope HOUSE & HOME will continue this type of approach because it has educational value even on the academic level. I would like to see further articles treating variations on the system, for instance, details showing the various relationships between columns and beams and how these might differ depending on bay sizes, shapes, etc. Also it might be well to show possible relationships to interior partitions and curtain walls of various materials—glass, masonry, wood.

WILEY J. TILLMAN
Professor of architecture
University of Florida

NEW COVER

Your new cover is superior to any trade publication, and inferior to none in any other field of publishing.

The beauty and effectiveness of the cover design is but an invitation to the factual, timely, comprehensive and important editorial and advertising matter within the covers.

HOUSE & HOME is America's single, authoritative publication in the field of housing, serving each and every segment of America's biggest industry.

In my opinion, based on 33 years experience in the building field, HOUSE & HOME magazine is the first and only publication to date which satisfies me 100%.

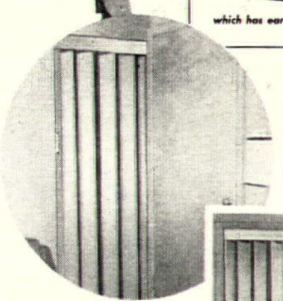
J. J. KLEIN
Joseph J. Klein Advertising
Memphis, Tenn.

I like your new cover very much! As a matter of fact, I like your magazine very much.

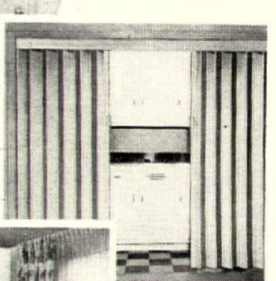
WARREN JOYCE AYRES, *president*
Ayres, Swanson & Assocs., Inc.
Lincoln, Neb.

continued on p. 114

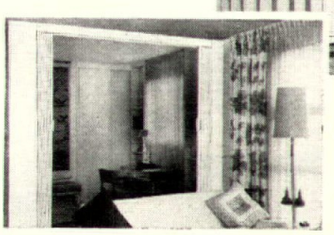
save space, create space
with beautiful
Accordofold
FOLDING DOORS



Accordofold creates usable wall and floor space in crowded living room.



Accordofold attractively separates kitchen and dining areas.



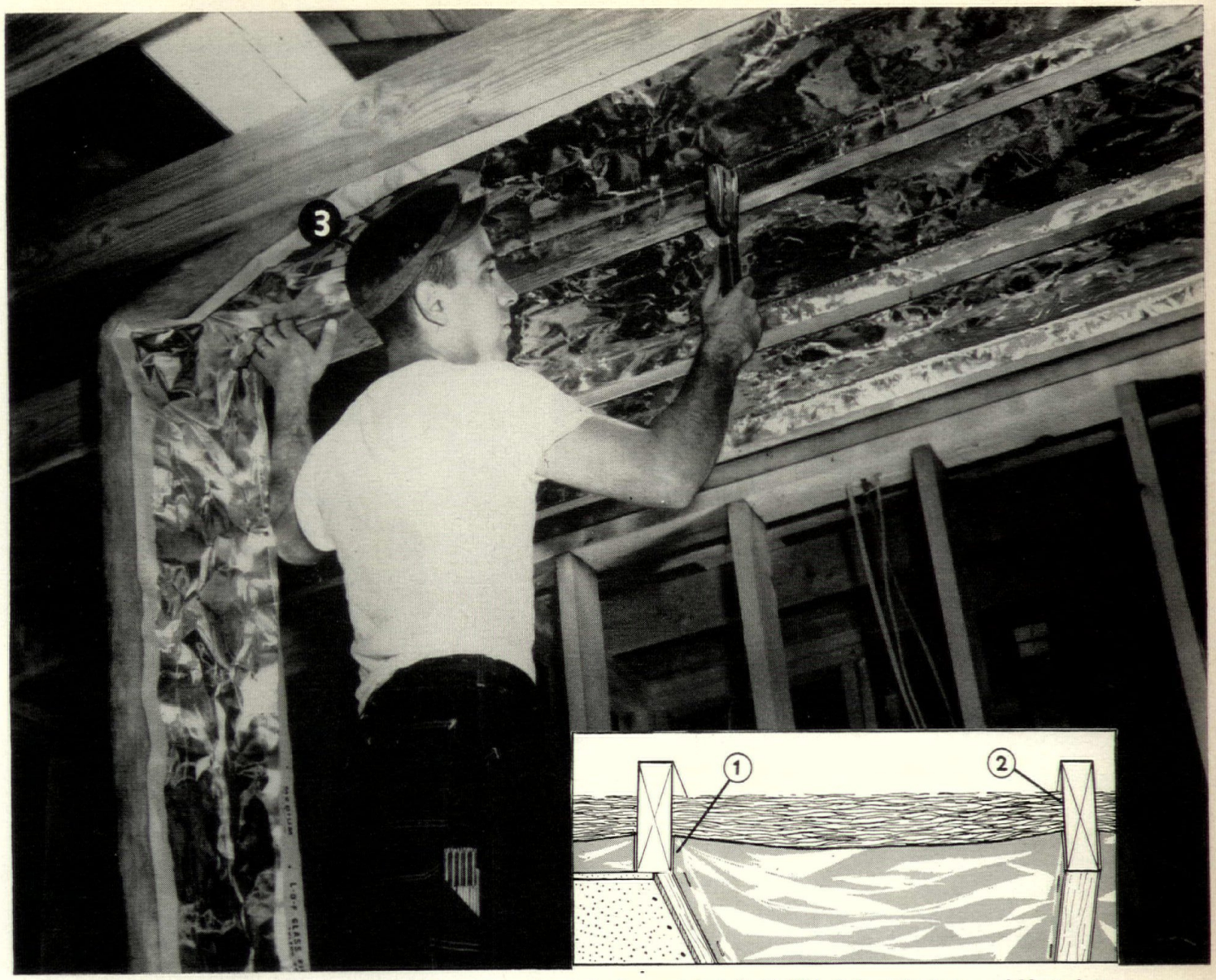
Accordofold creates extra bedroom or den, each with complete privacy.

- RESISTS . . . *staining and scuffing!*
- WIPES CLEAN . . . *with sudsy cloth!*
- WON'T . . . *support combustion!*

ACCORDOFOLD . . . A product of
AMERICAN BAMBOO CORP. • Jamaica 33, N. Y.

THE GENERAL TIRE & RUBBER COMPANY
Pennsylvania Division • Jeannette, Penna.
Please send me complete information on Accordofold folding doors.

Name_____
Address_____
City_____ Zone____ State_____



Why L·O·F Glass Fibers' Home Insulation is easy to install: (1) Wide facing tabs fasten quickly to framing, form dead air space; (2) Resilient blanket retains snug fit, prevents heat leakage; (3) Weighs as little as 1 oz. per sq. ft.—is easy and pleasant to handle, stays put for fast, one-man installation.

New lightweight L·O·F Glass Fibers' Home Insulation

- **Provides top insulating efficiency . . . in summer or winter**
- **Speeds heating, cooling cycles; keeps homes more comfortable**

Get the 3-way protection of top insulating efficiency, low heat storage, and efficient vapor barrier in one easy-to-install package.

Millions of dead air cells trapped between fine glass fibers in L·O·F Glass Fibers' Home Insulation reduce heat transfer; keep homes cooler in summer, warmer in winter. Light weight and low heat storage help homes reach desired temperatures faster. Reflective facing is an excellent vapor barrier; unfaced outer side allows insulation to "breathe".

L·O·F Glass Fibers' Home Insulation more than pays for itself with fuel savings . . . adds new sales appeal to every home. Installation is fast—and every job is permanent: glass fibers can't burn; won't rot or mildew; do not pack, settle, or crumble.

Get fast delivery on L·O·F Glass Fibers' Home Insulation, in standard widths and any of three thicknesses, from the distributor nearest you. For his name, write: *L·O·F Glass Fibers Company, Dept. 21-17, 1810 Madison Avenue, Toledo 1, Ohio.*

L·O·F GLASS FIBERS

L·O·F GLASS FIBERS COMPANY • TOLEDO 1, OHIO

specify...Cabot's

stain, wax and seal in one operation

Cabot's Stain Wax used in this house in Los Altos, Calif. Architects: Bolton White and Jack Herman, San Francisco

easily and quickly

Cabot's

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Use Cabot's Stain Wax for a custom-made, professional finish on paneling, woodwork, furniture, cabinets and floors — on Fir, Birch, Redwood, Gumwood, Maple, Knotty Pine — in fact on all close-grained woods. Ideal for outdoor furniture, too.

Choose from 9 beautiful colors, Black, White and Natural

A quality product from Cabot Laboratories ...manufacturing chemists since 1877

Samuel Cabot

Send for color card and name of nearest dealer in U. S. or Canada

SAMUEL CABOT INC.
130 Oliver Building, Boston 9, Mass.

Please send color card on Stain Wax

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HURRICANE BUILDING CODE

. . . In the August issue of HOUSE & HOME, the article headed "AIA studies proposals for hurricane building code":

1. Quote: The Florida code, in effect, requires houses tied into one unbreakable unit. Fact: This may seem to be but it isn't so.

2. Quote: In CBS construction, footings are linked to the concrete tie beam by steel reinforcing rods. Fact: There is no link between footings and tie beam except block and mortar in houses. There is a link in all other buildings.

3. Quote: Wood members are bolted to the tie beam. Fact: Wood plates are bolted to the tie beam.

4. Quote: Roof rafters are anchored by galvanized brackets. Fact: Not galvanized unless one is speaking of a bracket similar to Teco Trip-L-Grip framing anchors for exposed framing. Usually rafters are anchored with ⅛" x 1 7/16" x 13¼" black iron joist anchors.

Have built houses in Yonkers, N.Y. and cannot see how it would cost anywhere near $500 more to build a small frame house with a tie-down plan.

FRANCIS M. MYERS
Fort Lauderdale, Fla.

HOUSE & HOME's *source, a top-flight Florida architect, replies as follows:*

1. Mr. Myers may disagree but the fact still remains that the entire point of the tie-down scheme is to tie the building into a single unbreakable unit.

2. Most Florida building codes, it is true, do not require stiffener columns with reinforcing rods linking footings to beams in homes. But even in cities where they are not required, stiffener columns are still common building practice.

3. We defer to Mr. Myers' choice of words.

4. Mr. Myers may use black iron. Many other builders use galvanized brackets.

5. It is difficult to estimate how much it would cost to adapt the tie-down plan to a northern home. Five hundred dollars is suggested only as a maximum figure. It probably can be done for less. If Mr. Myers can do it cheaper, that's fine—ED.

'57 HOUSES

The team composed of our mortgage lender, designer, engineer, suppliers and Walter Crismer, Fred Sachs and myself as builder-realtor, are all delighted that the Winston house has been chosen by HOUSE & HOME as one of its 57 houses for 1957 (Oct. '56, p. 197). We feel it an honor to be recognized by a publication so dedicated to design, construction, sales, finance and modernization.

I have just returned from Cumberland where I addressed the Maryland Real Estate Assn., and I meant what I said when I told them that HOUSE & HOME is a bible for anyone allied with building.

MAL SHERMAN, *Realtor*
Baltimore, Md.

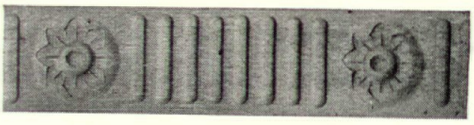
PREFAB DIRECTORY

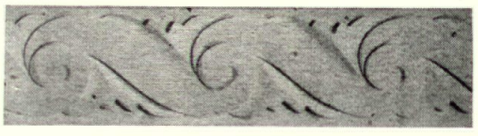
Sirs:

We wish to call your attention to the fact that Capp Homes, precutters, was omitted from the Prefabrication Directory in your December issue. We will begin selling to builders on January 1.

MARTIN CAPP, *president*
M. Capp Mfg. Co.
Minneapolis

More and More... Bendix Mouldings Help Make the Sale!





The house you are building will sell quicker, when you add that extra quality touch with genuine BENDIX CARVED MOULDINGS on closet shelves, mantels, flush doors, wall panels, cornices or for crown mouldings and chair rails.

The elegance and glamour of BENDIX MOULDINGS have especial appeal to women, who are all important in the home buying decision.

IN STOCK FOR IMMEDIATE DELIVERY

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BENDIX MOULDINGS, INC.
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New York, N. Y.

Please send new fully illustrated catalog No. 11-33

Name .....
Firm Name .....
Address .....
City .....Zone....State.....

ANNOUNCING...
The First Sliding Glass Door for Cold Climates

Designed exclusively for dual glazing

Insulated to overcome condensation

Double weatherstripped to control heat loss

the *Thermo Door* by *Ador*

Now...
an entirely new kind of sliding glass door– the insulated Thermo Door

What is the THERMO Door?

It is the first sliding glass door designed to overcome the problem of condensation of moisture on the frame by insulating the frame—outside from inside.

Why is the THERMO Door needed?

Because condensation on the frame of ordinary doors is a serious problem which results in moisture dripping over the glass, and running onto floors and damaging carpets.

Where is the THERMO Door a necessity?

In every climate where temperatures drop to 32° or lower. At these temperatures condensation forms on the inside of the ordinary sliding glass door frame as low exterior temperatures are conducted through the frame to the warmer interior surface.

How does the THERMO Door overcome condensation?

The insulated THERMO Door, which was engineered by Ador—America's leading all-aluminum sliding glass door manufacturer—uses a temperature barrier composed of continuous strips of insulation which completely insulate all exterior surfaces from all interior surfaces. In addition, a new Ador-designed cold climate weatherseal, which consists of a double row of weatherstripping, completely encircles the door.

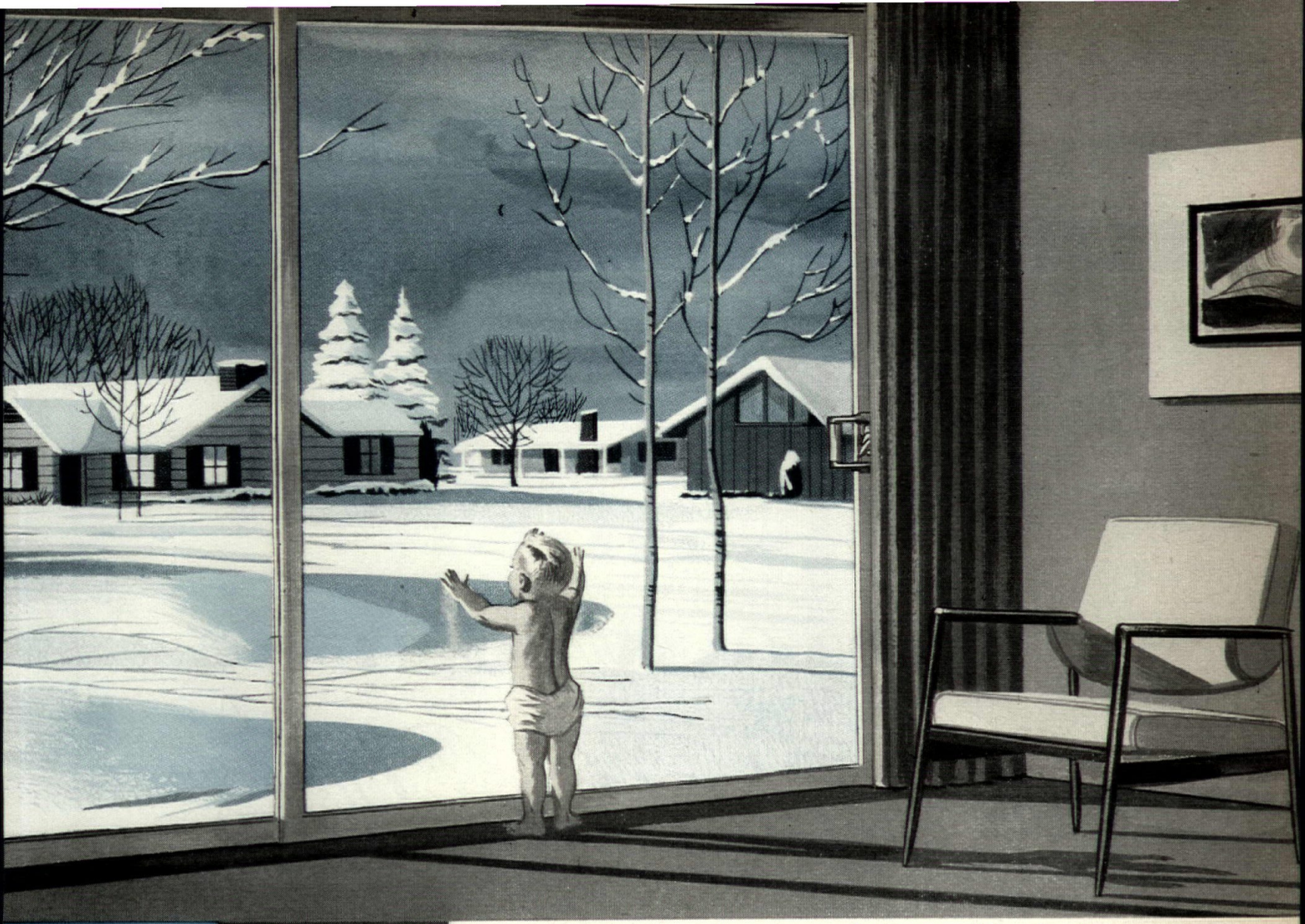
the new insulated

Thermo Door

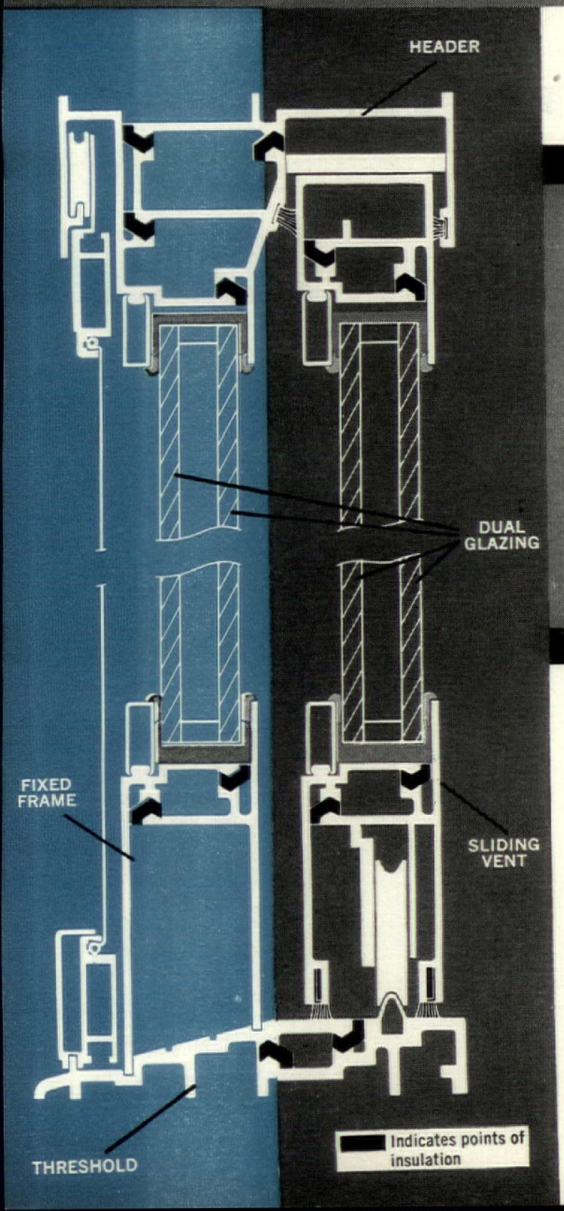
by *Ador*

Why is the Ador THERMO Door important to the building industry?

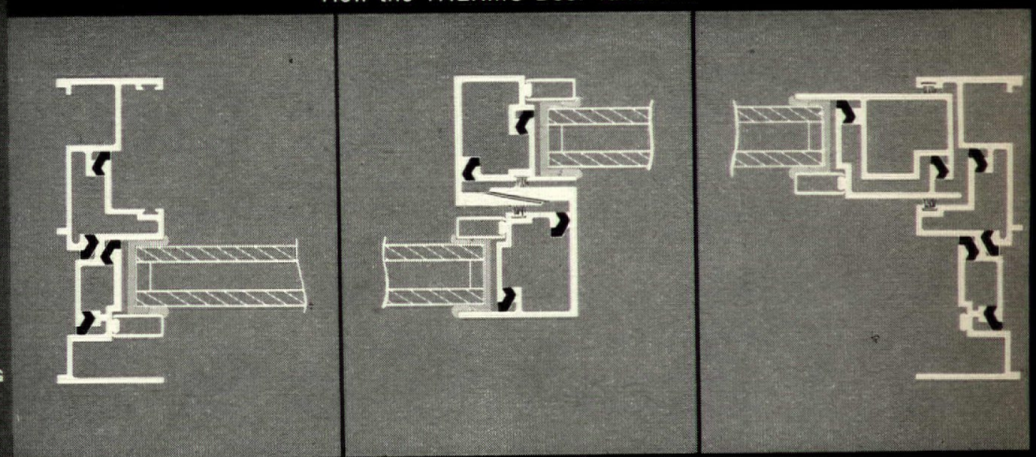
Because, for the first time architects and builders have available a sliding glass door designed to provide protection against condensation and created exclusively for use with dual glazing. The Ador THERMO Door now extends the practical use of the sliding glass door to every climate, regardless of temperature. Through the compatible combination of insulated door and insulated glass, this door is the only sliding glass unit which provides full benefits to the user of dual glazing.



The new Thermo Door now extends the use of sliding glass doors to every cold climate area, with assured year around comfort.



How the THERMO Door functions—



FIXED JAMB	INTERLOCKER DESIGN	CLOSING JAMB
Controls Heat Loss	Overcomes Condensation	Double Weatherstripped

For information on the THERMO Door, mail this coupon, or see your Ador dealer.

Ador Sales, Inc.
2345 W. Commonwealth Ave., Fullerton, California
Please send details of the THERMO Door.
I am an architect ☐ a builder ☐

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firm_____

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Designed to open the door to new building opportunities...

THE BORG-WARNER® *Gold Key Plan* FOR BUILDERS

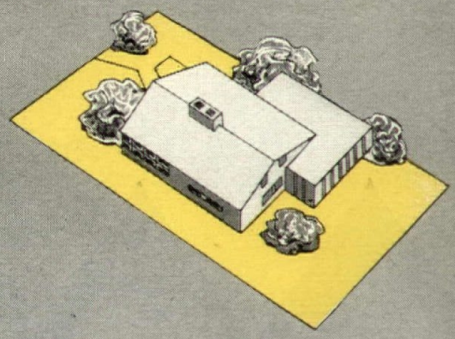
THE KEY...

...the new single source way to buy your quality building products

ENGINEERING
B-W
PRODUCTION

A SPECIAL INVITATION

See the Gold Key Model House at the NAHB Convention! The complete line of Borg-Warner building products will be on display . . . Booths 712 to 717 and 728 to 733 in the Chicago Coliseum, Jan. 20-24. Make plans now to get the facts first hand.



Through the Gold Key Plan, Borg-Warner now opens the door to opportunity for the builder who has long wanted to buy many of his products from a single, dependable source. Offering the first complete "basement to roof" group of building products, the plan includes *five* essential lines—each a leader in its field—available as a package or individually. It brings important new benefits in quality, convenience and economy—it underwrites builder reputation and profit through a policy of service and satisfaction backed by one of the nation's leading industrial concerns. And for successful merchandising, it makes possible the support of a universally respected name in your localized promotion.

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BUILDER SALES DIVISION
310 S. Michigan Ave., Chicago 4

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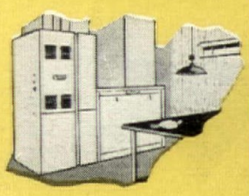

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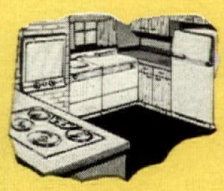

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Request your copy of "The Gold Key Plan for Builders" —concise, factual 12-page booklet, prepared to bring you full information on every advantage of the Gold Key Plan. Reserve your copy—mail the coupon today.

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Yes, send me a copy of Borg-Warner's "Gold Key Plan for Builders"

NAME_____

PERSON TO CONTACT_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

Number of homes started in 1956_____

Number of homes contemplated in 1957_____

Colgate-Palmolive Building, N.Y.C.
30 Park Avenue, N.Y.C.
New York Coliseum
711 Third Avenue, N.Y.C.
Banco Continental, Lima, Peru
I.L.G.W.U. Cooperative Village, N.Y.C.

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Division of
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JANUARY 1957

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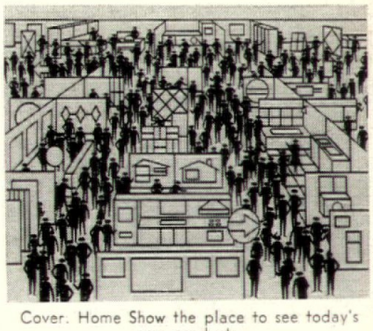
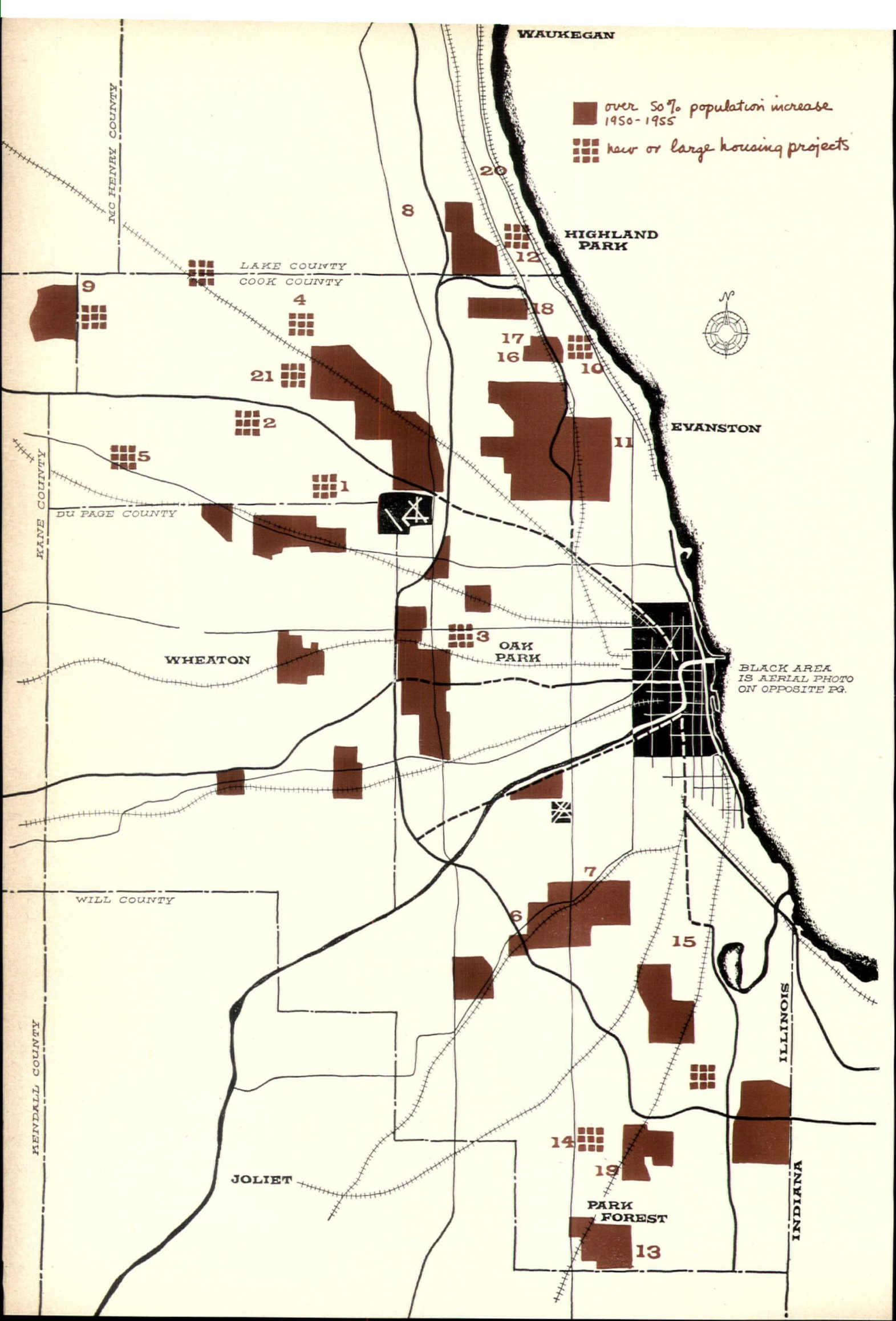


Cover. Home Show the place to see today's new products.


over 50% population increase 1950-1955
new or large housing projects
WAUKEGAN
HIGHLAND PARK
EVANSTON
OAK PARK
WHEATON
JOLIET
PARK FOREST
LAKE COUNTY
COOK COUNTY
MC HENRY COUNTY
KANE COUNTY
DU PAGE COUNTY
WILL COUNTY
KENDALL COUNTY
ILLINOIS
INDIANA
BLACK AREA IS AERIAL PHOTO ON OPPOSITE PG.
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Fairchild Aerial Photos, Inc.

CHICAGO

Underdeveloped for years, Chicago's housing market explodes as big builders move in and competition begins to cut costs

This year Chicago may be the hottest housing market anywhere in the US.

Its housing future looks brighter right now than the prospect for Los Angeles, New York, Miami or Houston.

Attracted by this promise, three of the country's largest mobile builders have moved into Chicago: Tom Lively, Sam Hoffman, Winston-Muss.

• Says Lively: "Chicago is the best market in the country. More GIs here still have their housing privileges than anywhere else. People who can afford $20,000 houses are living in slums. We're here to stay." (For his location see map, No. 1.)

• Sam Hoffman has a big parcel of land. "We're staying in Chicago," his men say. (See map, No. 2)

• Norman Winston and David Muss, among the country's largest builders of rental and defense houses, had such success last year in Chicago (see map, No. 3) they bought more land and will open their second big project this spring. (Map, No. 4)

Chicago builders fight to keep their market

But local builders are not surrendering this rich market to outsiders. The older generation of Chicago builders is bringing out new designs at new competitive prices. Younger Chicago builders are appearing—full of energy and enthusiasm, they talk as optimistically as Texans.

But Chicago home building is not just "a battle of the giant builders," as one young builder calls it; there is a new competitive spirit even among the bankers.

Mortgage bankers gain on S&L's

For years Chicago has been a Savings & Loan town, with a large share of building money coming from some of the biggest S&L institutions in the country. But now S&L firms are getting new competition from big mortgage firms like Percy Wilson & Co. Wilson has picked young builders Loeb & Hogan and underwritten a huge project which will put L&H into competiton with the out-of-towners. (Map, No. 5)

Prefabers are active, too

Into this struggle for a rich expending market is moving another powerful group: the prefabbers. Half a dozen firms are working feverishly to win progressive builders. "Chicago is a bottomless market for housing," says National Homes' Frank Flynn. "We could keep a plant going on Chicago sales alone."

Chicago's old neighborhoods and growing population

Travelers taxiing between Chicago's Midway airport and their Loop hotels are impressed chiefly by dingy streets and smoky factories.

But the casual observer in Chicago overlooks a series of economic facts that are turning the area into one of the most dynamic centers in the country.

Here's what makes Chicago grow

• Beneath its grime Chicago is prosperous. Most people hold skilled jobs, so wages are high.

• New factories are coming in faster than to any other city. (See chart, bottom page 125.)

• In *total* buying power Cook County's families are second only to those of New York City.*

• And in *average family* buying power, three Chicago area counties exceed the $5,465 US average.*

Lake county:	$7,863
DuPage:	7,715
Cook:	7,094

• Dun & Bradstreet report no increase in business failures in Chicago for the first ten months of 1956, although the US average was up 17%, (compared to 1955).

• Because of new factories and 15 years of prosperity, there have been more jobs than applicants for a long time. The Chicago *Tribune's* Sunday "Help Wanted" section is probably the largest in the US.

• To fill these jobs a stream of newcomers is pouring into the area. The population curve (see chart, opposite page) shows how steep is the increase.

Many of the newcomers are Negroes from the South. As they move up to Chicago at a rate of 3,500 a week, they tend to settle in the south central portion of the city. It is estimated they formerly were occupying ⅞ of a block a week. Now the estimate is nearly 1⅞ blocks a week. As they move in, white families move farther south or to the suburbs.

Old neighborhoods invite new housing

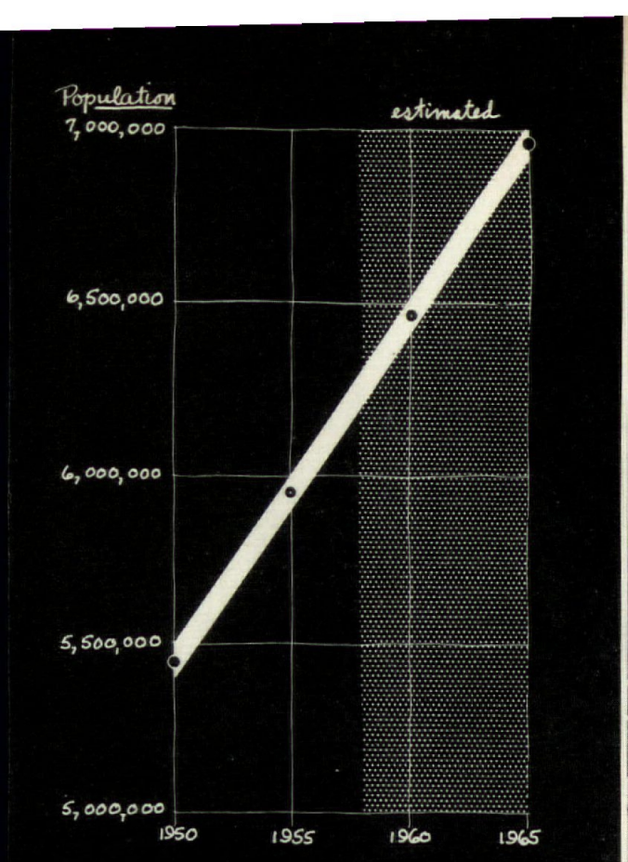
Many families in Chicago's older areas enjoy record prosperity, but they still live in houses that were obsolete even back in the 1930s—and they know it. With money in the banks and a desire to live better, they make up one of the richest potentials for home builders that can be found. Sam Hoffman's sales agents, used to selling in the spendthrift West, were amazed at the size of Chicagoans' bankrolls, and how few of the people had gone charge-account crazy.

And it is not only the run-down neighborhoods that have potential house buyers. As an apartment house town, Chicago has thousands of families living in middle class but out of date apartments who want to live better.

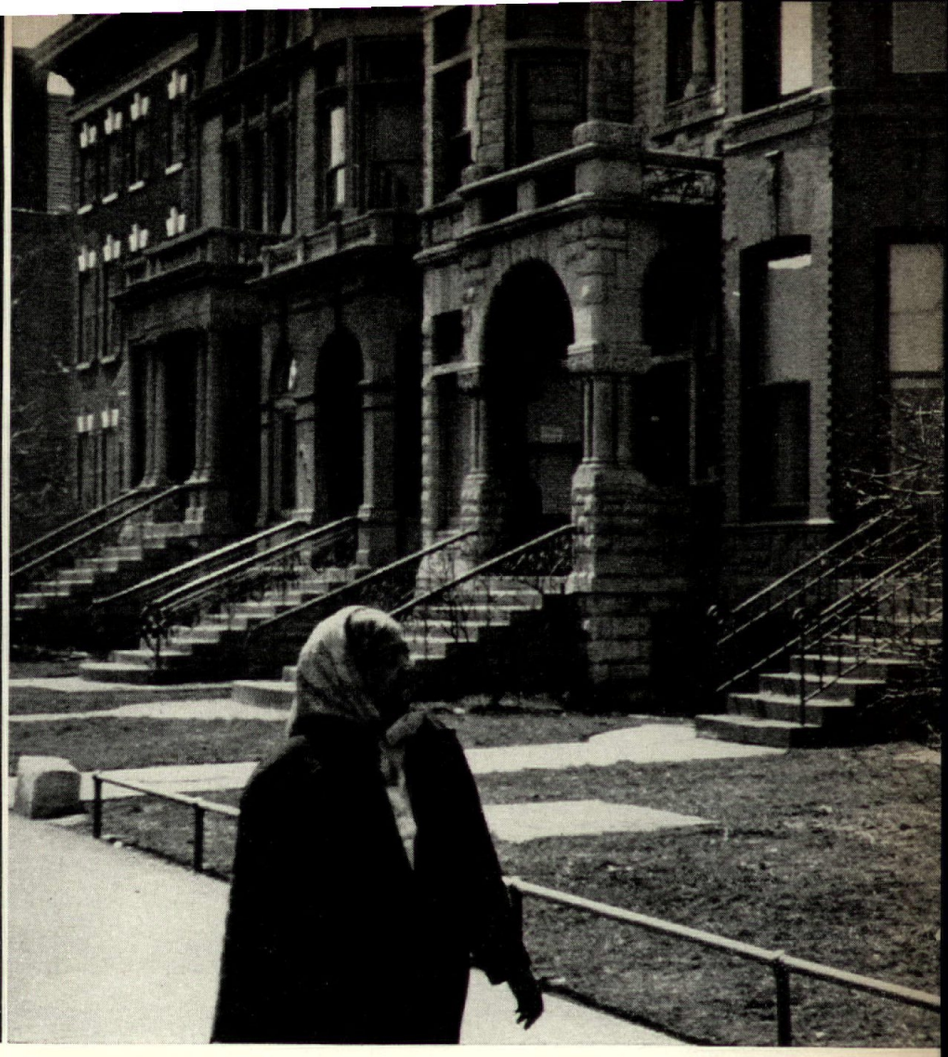
Suburbs are growing fast, too

An example of how fast the suburbs are growing is Du Page County, an area of 331 sq. miles west of the City. It has a dozen commuter towns which have grown up gradually along

*Data from "Sale Management's" *1956 Survey of Buying Power.*



Chicago's population curve pushes upward with the booming thrust of a frontier town. Thousands of new families with high incomes will want houses.



stimulate an insatiable demand for new housing

the railroads leading into Chicago. But over the years Du Page has grown more slowly than the City.

In 1950, however, Du Page's population started skyrocketing. These figures, reported by City Planners Carl L. Gardner & Associates show the last six years growth and the estimated population for the next two decades:

1950	154,599
1956	244,200
1960	310,000
1970	466,000
1975	544,000

By 1980 some authorities predict the population will be more than 700,000.

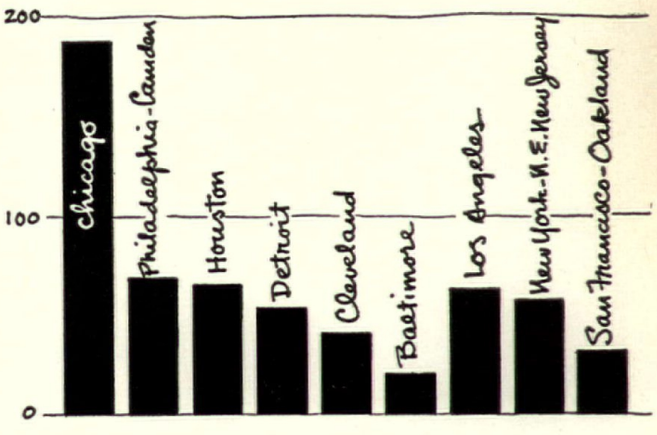
Men now planning water and other utilities believe that by 1980 the six-county suburban population will exceed the 1950 population of the City itself, and that the City will increase by a half million between 1950 and 1980. All this adds up to a rich housing market for years to come.

City will become a world seaport

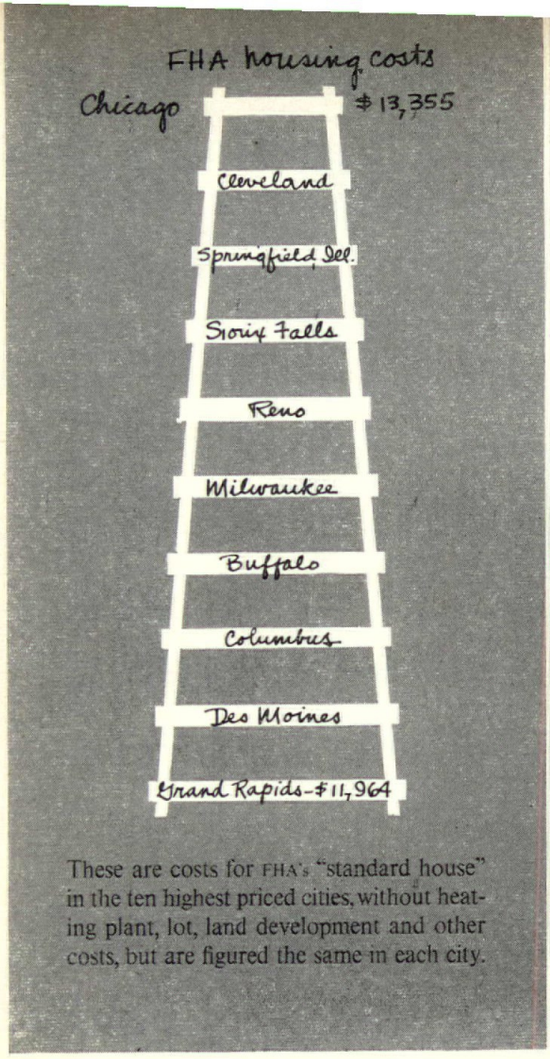
Optimistic South Side builders are counting heavily on what the St. Lawrence Seaway and the new Calumet Harbor will do to make Chicago one of the world's great seaports.

Today Chicago is close to the heart of the greatest manufacturing and food producing area of the US. It is the nation's center for rail, air, highway and inland waterway transportation. When the St. Lawrence is widened, ships of 10,000 tons will come to Chicago from all over the world to tie up at the new docks now being planned. This means more jobs for more people.

The Chicago Association of Commerce and Industry estimates that between 1955 and 1960 an additional 513,000 workers will be needed to fill new jobs and to replace retired workers. Of this number, it believes 109,000 will be filled by internal growth but that 404,000 new employees will have to be recruited from outside.



No. 1 in new factories. *"For the five years ending June 1956 the Chicago metropolitan area lead all other metropolitan areas in the number of contract awards of more than $100,000 for new manufacturing plants"—Commonwealth Edison Co.*



FHA *shows that Chicago costs are at top of ladder.*

On 30′ lots, *these houses on the south side sell at prices from $16,950 to $17,950.*

But the highest housing costs in the US

"Sales prices in the Chicago market generally run from $3,000 to $5,000 more than comparable houses in the East," says a Winston Park official whose firm has built in all sections of the country.

Sam Hoffman is selling a house in Chicago for $15,500 which he sold in Denver for $11,500.

One prefabber reports his house in Chicago costs $3,000 more than in many other cities.

19′ house cost $17,700. *Richard Maurer built it for $16,200 on owners 25′ lot which they got at bargain $1,500. Lots used to be cheap, but in the city now sell for $100 to $125 per front foot. In the suburbs a 75′ lot costs $3,000 to $6,000.*

Another prefabber says that these five sub trades in his Chicago houses average about 44% more than in many other cities:

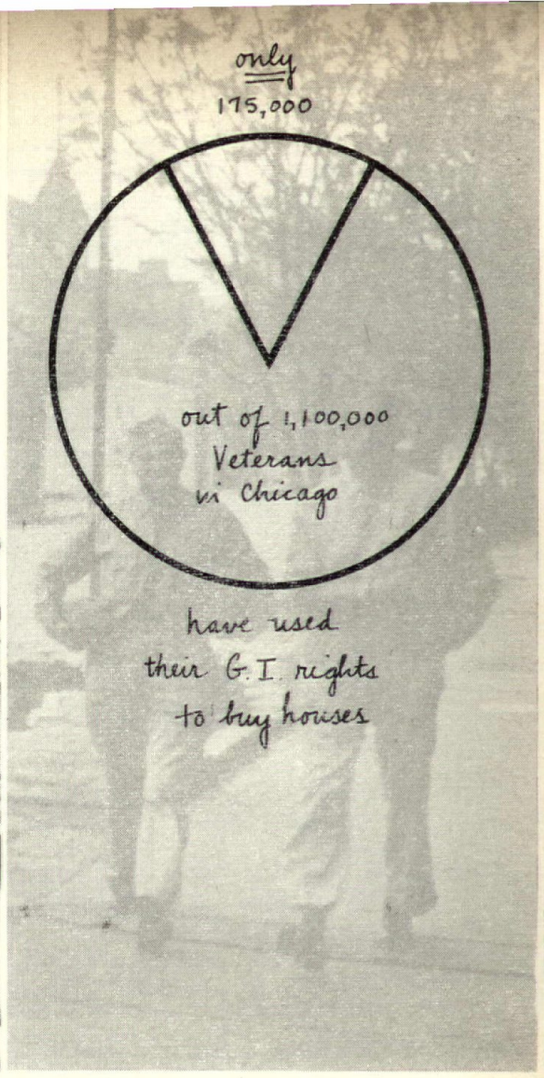
Item	Chicago cost	Other cities
Plumbing	$895	$569
Heating	550	456
Wiring	355	215
Taping	250	174
Painting	325	238

Why are costs so high?

Chicago builders, subcontractors, bankers and the VA say these are some of the answers:

- Lack of competition among builders and among the trades.
- Both builders and subs tend to be small. Most brick contractors, for example, have one crew of five men.
- Wage rates are high — but other cities pay even more. For example: Painters get $3.27 (only one other city is higher). Carpenters get $3.35 (two other cities are higher). Laborers get $2.57 (three other cities are higher). Plasterers get $3.54 (ten other cities are higher). Electricians get $3.48 (ten cities are higher). Plumbers get $3.35 (14 cities are higher). Bricklayers get $3.62 (21 cities are higher).
- Builders report output per man is poor. Many unskilled men get full wages.
- Builders say feather bedding adds 10% to the cost of a house. "This is a labor utopia," says one builder. Glaziers (who want to do all glazing on the job) are the most troublesome; lathers and plasterers come next.

They are at least $2,000 below prices of similar houses in more expensive north side.



LIFE: Gordon Coster

High prices *are big factor in delaying GI buying.*

have held back full effect of the postwar boom

• Says a VA employee: "About half the lathers are through with their day's quota by two in the afternoon."

• Says a mortgage banker: "Plasterers are so tough they are forcing builders to use drywall." (In the suburbs about 75% of houses have drywall). Some builders hire carpenters as laborers, because laborers in Chicago are not permitted to do many jobs allowed them in most towns. In most cities, laborers can place warm air ducts under a slab, but not in Chicago. Cement finishers may do only 800 sq. ft. per day, so it takes two men to do one man's work.

Codes add to cost in the city

Codes within the city of Chicago are tough, calling for many expensive items. But county and suburban codes, says National Homes' code expert Carl Boester, "are not worse than in most Midwest cities." Out-of-town builders agree. But most builders object to the archaic wiring code (it demands rigid conduit) and to requirements in some areas for 10″ foundation walls, metal lath and plaster between garage and house.

One prefab builder says he could save $500 a house if he could use National Homes' plumbing and wiring package, and the VA agrees this sounds reasonable. Another prefab builder, moving to a new area where his plumber can do some preassembly, believes he will cut his plumbing bill from $940 to $670.

Are profits too high?

How much profit a builder should make is a matter of argument, but many men in the home building industry in Chicago believe that builders there have been taking too much out of the house. Says a Savings & Loan man: "The Chicago builder has taken as big a profit as possible and given as little as possible." Profits of $3,000 to $3,500 were reported on some $12,500 houses after the war. But recently profits have been cut because of increased competition and high mortgage discounts.

Cost breakdown on four Chicago houses

Contract item	House A	House B	House C	House D
	$17,500	$16,050	$17,450	$21,900
Excavating and grading	155	155	155	225
Concrete work				1,190
Masonry	3,516	3,675	4,106	3,100
Floor	460	475	520	
Walk	300	300	300	
Steel and iron work				179
Carpentry labor	2,000	1,850	2,260	3,875
Mill work	1,532	1,350	1,400	1,243
Insulation	49	55	65	100
Roofing	159	136	157	223
Plumbing sewerage and gas	1,210	925	925	1,050
Electric roughing and wiring	271	206	222	438
Electric fixtures		104	113	55
Drywall	555	531	658	
Plastering				1,000
Glass and glazing	135	150	145	150
Sheet metal	200	200	200	
Heating	504	475	567	1,075
Tilework	181	198	205	309
Painting, decorating	365	370	410	500
Sewer	300	350	350	300
Miscellaneous	1,190	1,125	1,205	1,363
General contract	13,082	12,630	13,963	16,377

"Dream homes *with the $50,000 look" drew record-breaking Chicago crowds who bought 300 in two days.*

Winston Park's fresh new houses, $2,500 under the market,

Probably nothing has ever shaken Chicago home builders like the astounding success of Winston Park.

The first 299 houses sold in one week-end. Later a second group of 335 sold in one day—all with substantial down-payments. (Twelve per cent paid full cash.)

No builder dreamed so many families were eager to pay from $21,000 to $30,000 for houses. Ironically, Winston and Muss were from out-of-town. Reasons for their success:

- Designs were fresh and different, were shown off to best advantage in nicely furnished models.
- Prices were attractive. (Said the VA: "Prices were $2,500 under the market, and $1,500 below our appraisals.")
- Location was promoted as the last, close-in area.
- Advertising campaign was shrewdly planned, with full-page ads in four Chicago papers.

Big living room *in $28,400 house made talk*

How could they beat local costs?

How could Winston-Muss deliver a 1,600 sq. ft. house for $21,100, an 1,850 sq. ft. house for $23,800 and a large two-story house for $28,400? One north side builder inspected the $28,400 house and wise-cracked to his friends, "This is what I sell for $50,000!" (Later, in the second group, prices were raised $1,500 but were still under the market, caused no buyer hesitation.)

Winston's explanation of how they cut costs include these points: They bought land in 1952, developed it themselves. They bought for 300 or more houses at a time. They aimed to make construction as simple as possible, built all wall and partition panels in a central yard, got efficiency from repetition.

A new "Winston Park at Arlington" this spring

Winston has another 900 acres in Arlington (see map, No. 4) and will open with five new models this spring. Prices will be lower than at Winston Park No. 1 ($19,000-$22,000), but higher than those of nearby competitor Tom Lively. All the new models will be one-story ranches, with and without basements, with 1½ to 2 baths, good eating space in the kitchen plus a real dining area off the living room. Architect Erwin Gerber (who designed the houses shown above) did the new houses as well as the street layouts.

Furnished models *and built-in equipment, played big part in sales.*

brought eager crowds who set new sales records

Mass hysteria *swept over couples afraid they would lose chance to buy one of these bargains.* LIFE: Wallace Kirkland

Ladd's Lincolnshire *(see map, No. 8) has 450 lots one-half acre or larger, a swimming pool, tennis courts, is on a beautifully wooded estate. Houses, supplied by Prefabbers Scholz and Place, sell at $25,000 to $50,000.*

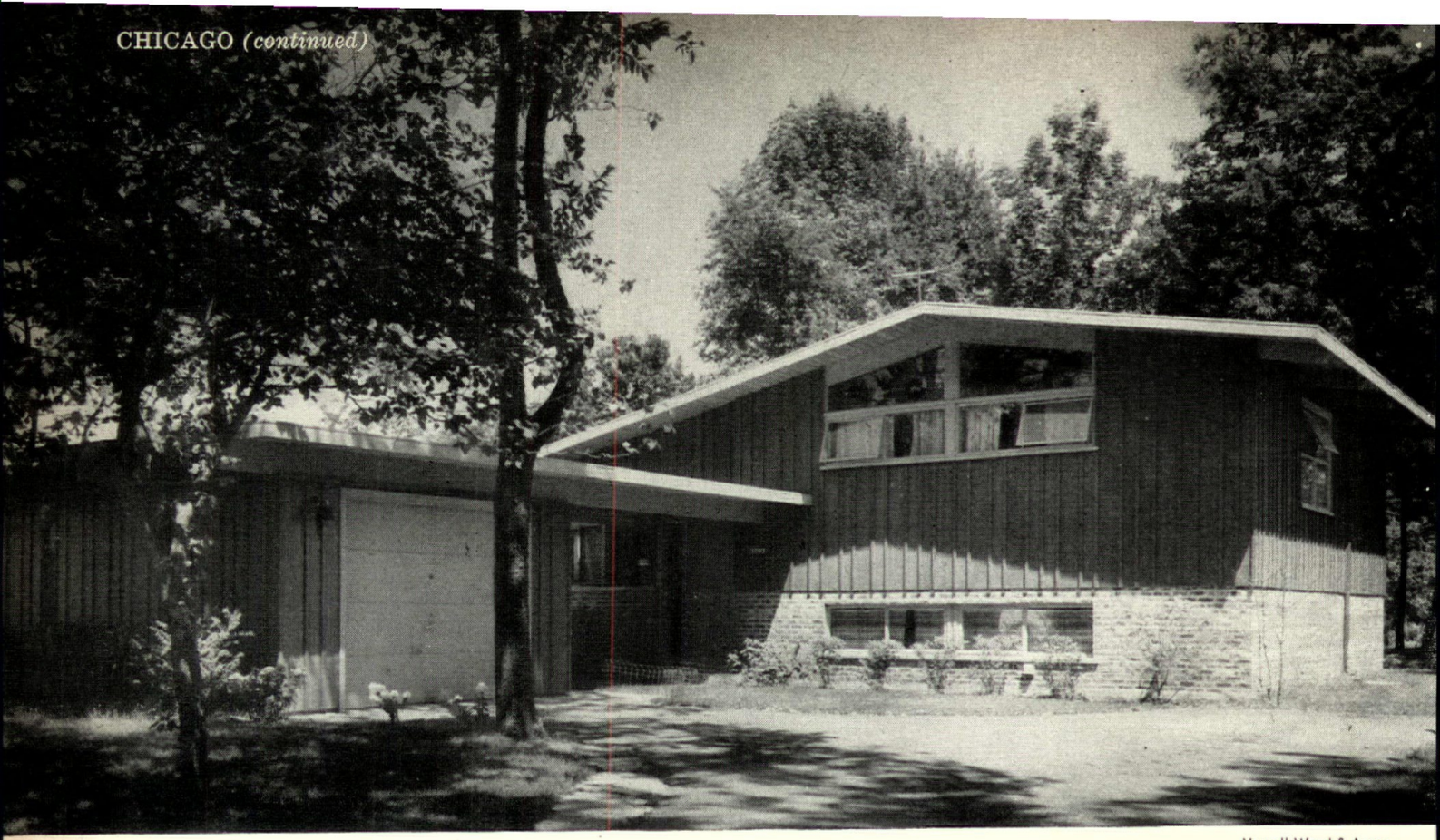
Today Chicago builders are meeting the market

Leonard Besinger, *creator of Meadowdale (below, see map, No. 9) is city's biggest prefab builder, has land for 10,000 houses here. He was first to build far out in northwest, first to have no-down houses for veterans.*

Irvin Blietz *and son Bruce are well established Chicago builders. They have created many fine neighborhoods like this, have shown there is a steady market for quality in well planned communities. (Map, No. 10)*

with better houses, better neighborhoods

Ben Sears' *Electronic Ridge (map, No. 11) is a north side group of new contemporary houses in the $37,500 class which show careful land planning, good siting on lots, saving of trees. All are brick veneer construction.*

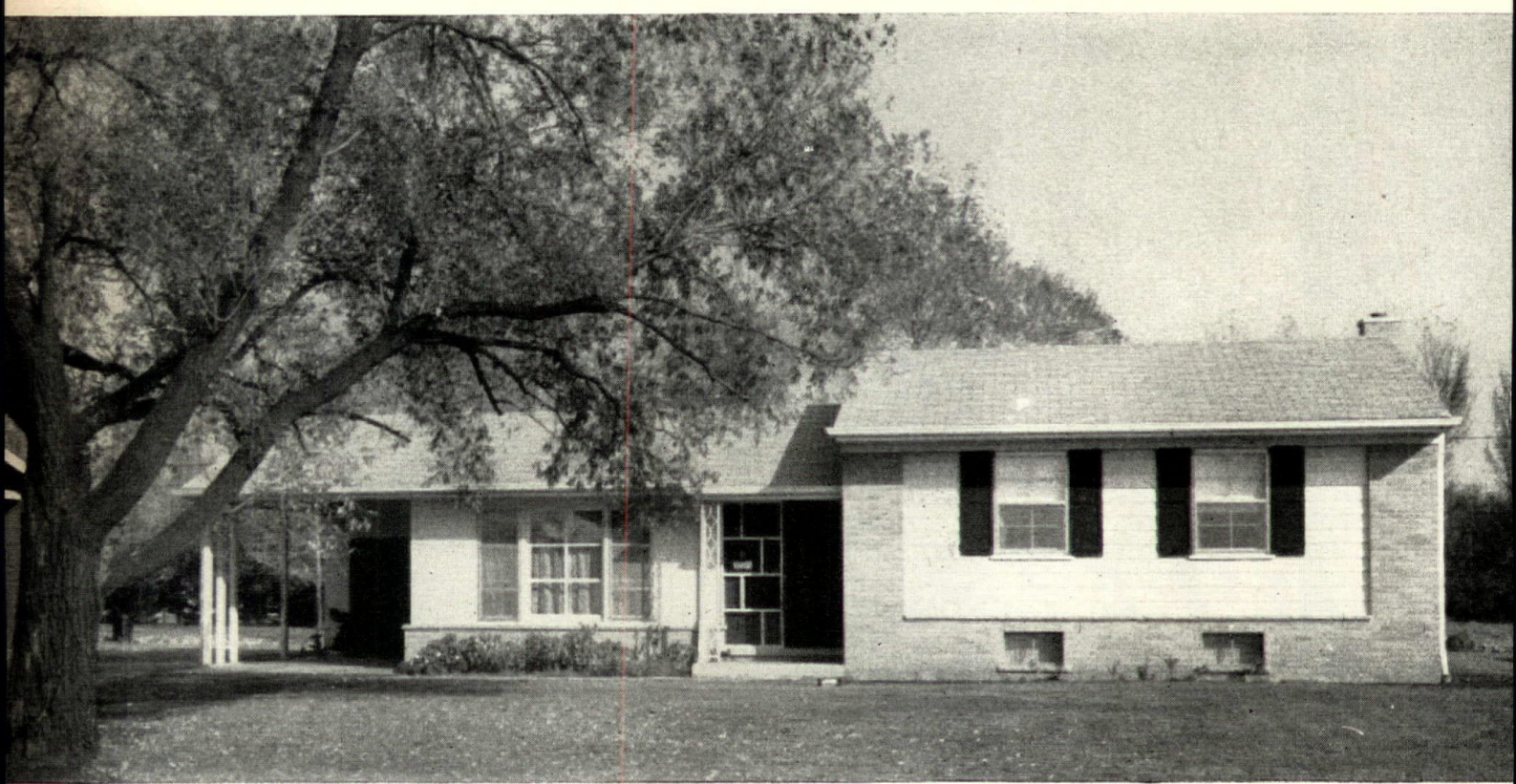


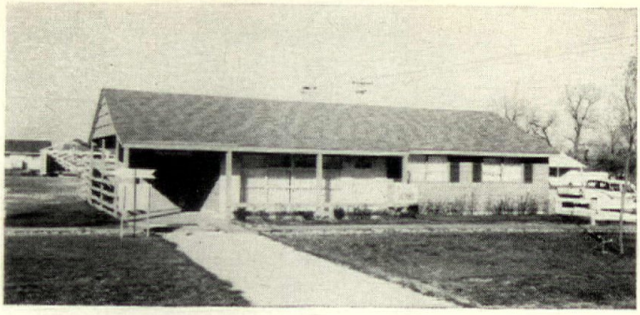
Nowell Ward & Assoc.

Nathan Manilow's *Highland Park Highlands (map, No. 12) offers this split-level house by architects Fitch, Schiller & Frank for $29,875, other models at $32,000. Splits are the best sellers.*

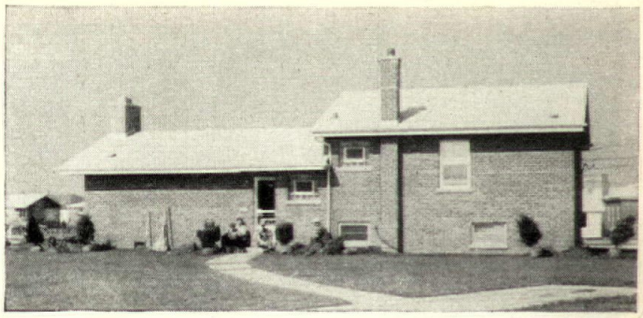
Buyers in Chicago can now find almost any style and price

Harold Friedman's *Chicago Construction Co., has created imaginative neighborhoods. This split by city's busiest production-house Architect A. J. DelBianco sells for $25,000. (Map, No. 18)*

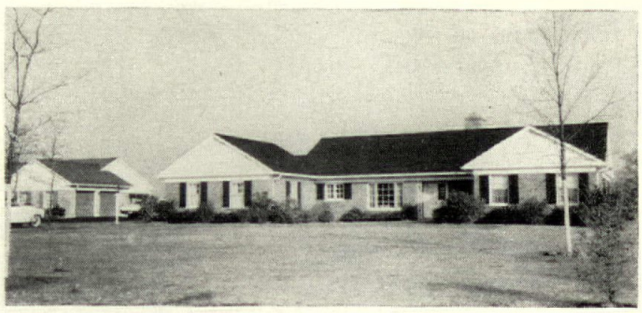




Joe Merrion *builds houses in many areas, advertises this ranch model at $14,900 as the "best buy in Midwest". (Map, No. 14)*

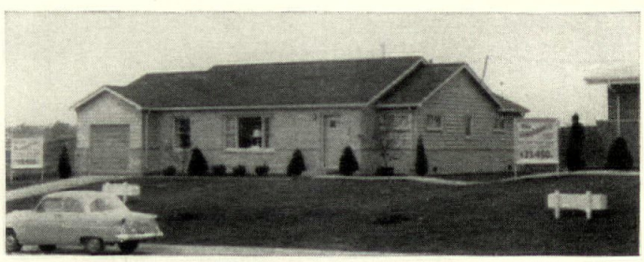


George Arquilla *builds 200 houses a year at prices ranging from $17,900 up, sells this split-level for $27,300. (Map, No. 15)*



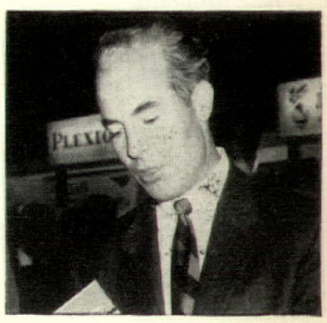
Drury Lane *in Northfield sells larger houses like this at $50,000, appeals to buyers who want open country living. (Map, No. 16)*

John Davies & Son, *also of Northfield (map, No. 17) built this nicely sited custom house by Architect Jerome Robert Cerny.*

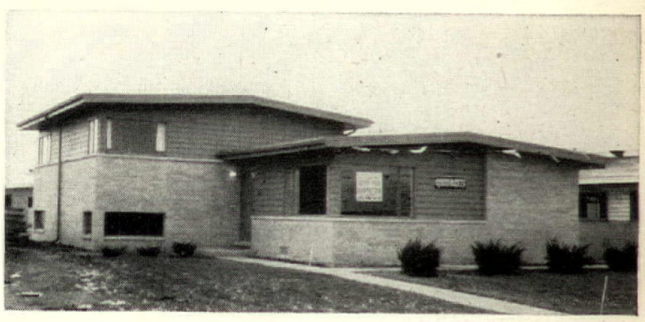


Sam Hoffman *is running 300 sales ahead of construction, has 2,000 lots. His houses sell at $17,000 to $18,950. (Map, No. 2)*

"Home buyers *here have never had such a wealth of good houses to choose from," says Chicago Metropolitan Home Builders' Executive Vice President John Downs, whose dynamic leadership has made the association's 1,200-man membership unique in* NAHB. *The downtown building materials exhibit and other services to members are outstanding.*



John Clark & Sons *gives buyers lots of room in a choice of ranch style or two-story houses at around $35,000. (Map, No. 18)*

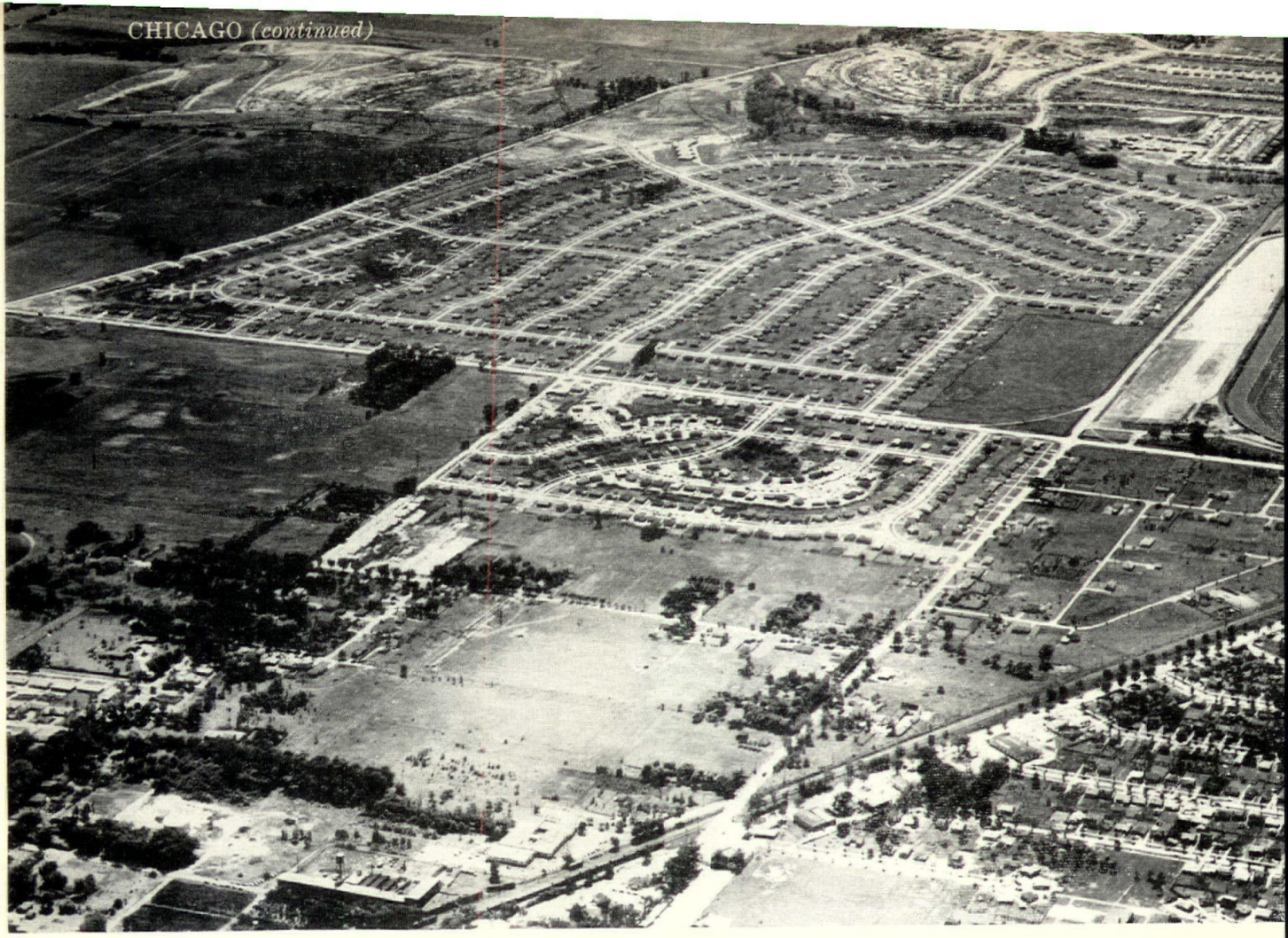


Ajay Builders *claims this $23,450 split level with its 1,900 sq. ft. of floor space is a "better buy than Winston". (Map, No. 19)*

Chiago Photographers

Frank McDonald *is starting 25 big Pease prefabs like the one above in Lake Forest to sell at $35,000 to $55,000. (Map, No. 20)*

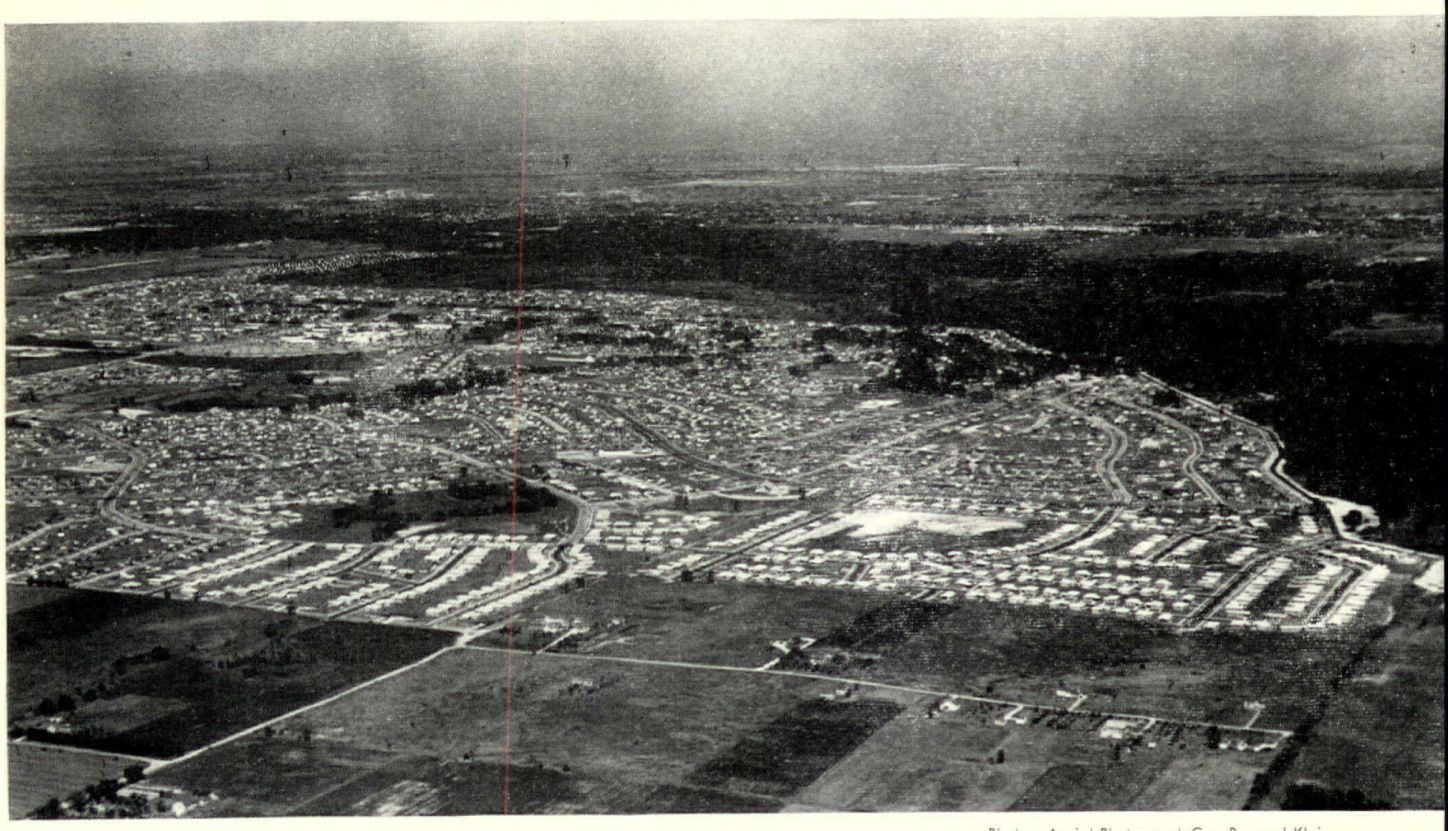
Loeb & Hogan *build National Homes like this. They hope to complete 1,000 this year at $300 down, for $450 profit. (Map, No. 5)*



Rolling Meadows, *Builder Kimball Hill's development 25 miles northwest of city, is already "home" for 1,850 families. With prices from $13,525, sales are at rate of 650 houses per year. Plan, including parks and safety streets, is by vice president Bill Dean. (Map, No. 21)*

These two big projects typify Chicago's best planning

Park Forest *(below), under leadership of Phil Klutznick and Nate Manilow, has grown to a city of 28,000. Variety in house design helps it avoid "project look." Split levels, at $19,000 to $23,000, sold best in 1956. Park Forest also has a custom-house area. (Map, No. 13)*



Photos: Aerial Photograph Co.; Bernard Klein

Here is Tom Lively's Chicago secret

Out beyond O'Hare Field (Map, No. 1) a high board fence now hides five "mystery houses."

When the fence is pulled down later this month Chicago home seekers will see five brand new models on which the country's largest mobile builder is staking his reputation.

Tom Lively is now building in seven different parts of the US. Elk Grove, his first venture in Chicago, will also be his largest project and his first complete community.

Elk Grove's five models include splits and ranches, will sell at $16,000 to $19,000. Architect A. J. Del Bianco is enthusiastic about them, thinks they are better buys than many houses selling for as much as $10,000 more.

"We are trying a new kind of merchandising," says Lively. "We're keeping our models secret until the opening. We'll have a sales building, displays, cut-aways, landscaped models, an improved street. We've given a lot of thought to planning and sales. We think Chicago offers the best opportunity in the country for home building."

"Not one telephone pole"

Elk Grove is so thoughtfully laid out it may go down in history as one of the nation's best planned communities. It will be the first complete town with no telephone or power poles: all wires will be underground. Lively works closely with Commonwealth Edison, who will do the job.

"Three square miles first"

First to be developed will be a three square mile area, part of which is shown at the right. It will have three shopping centers, six schools, four neighborhood parks, a civic center and houses for about 16,000 people. When completed Elk Grove will house 40,000 people.

The new community is located around a large forest preserve which will serve as a natural recreation area and which will be a great asset to Elk Grove families and a sales advantage to Lively.

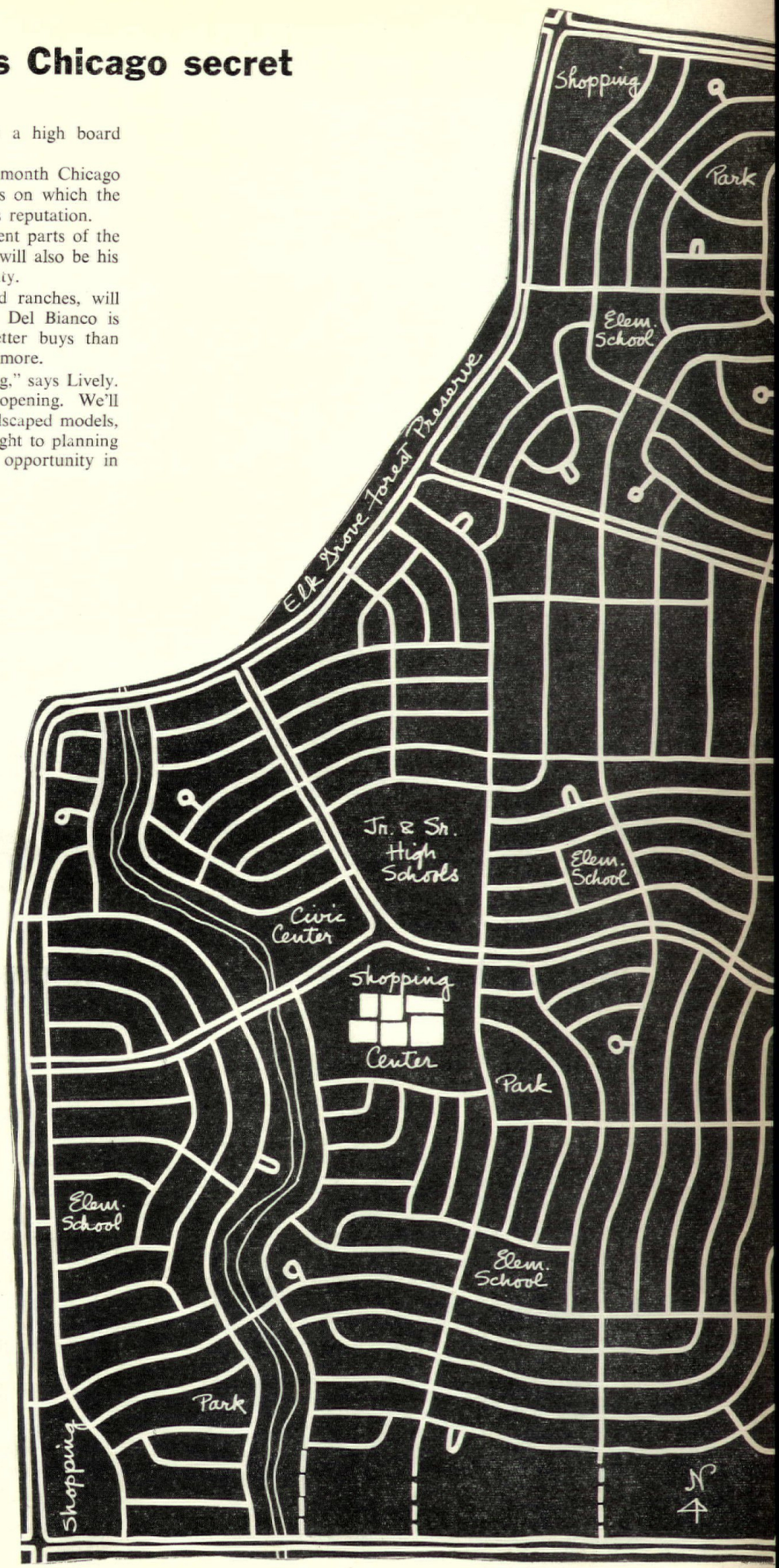
"Excellent transportation"

Adjacent to Elk Grove is a right of way for the new North-West Expressway, now under construction. Later there is expected to be rapid transit lines between Chicago and nearby O'Hare Field.

Land planning is by Phillips, Proctor & Bowers of Dallas./ END

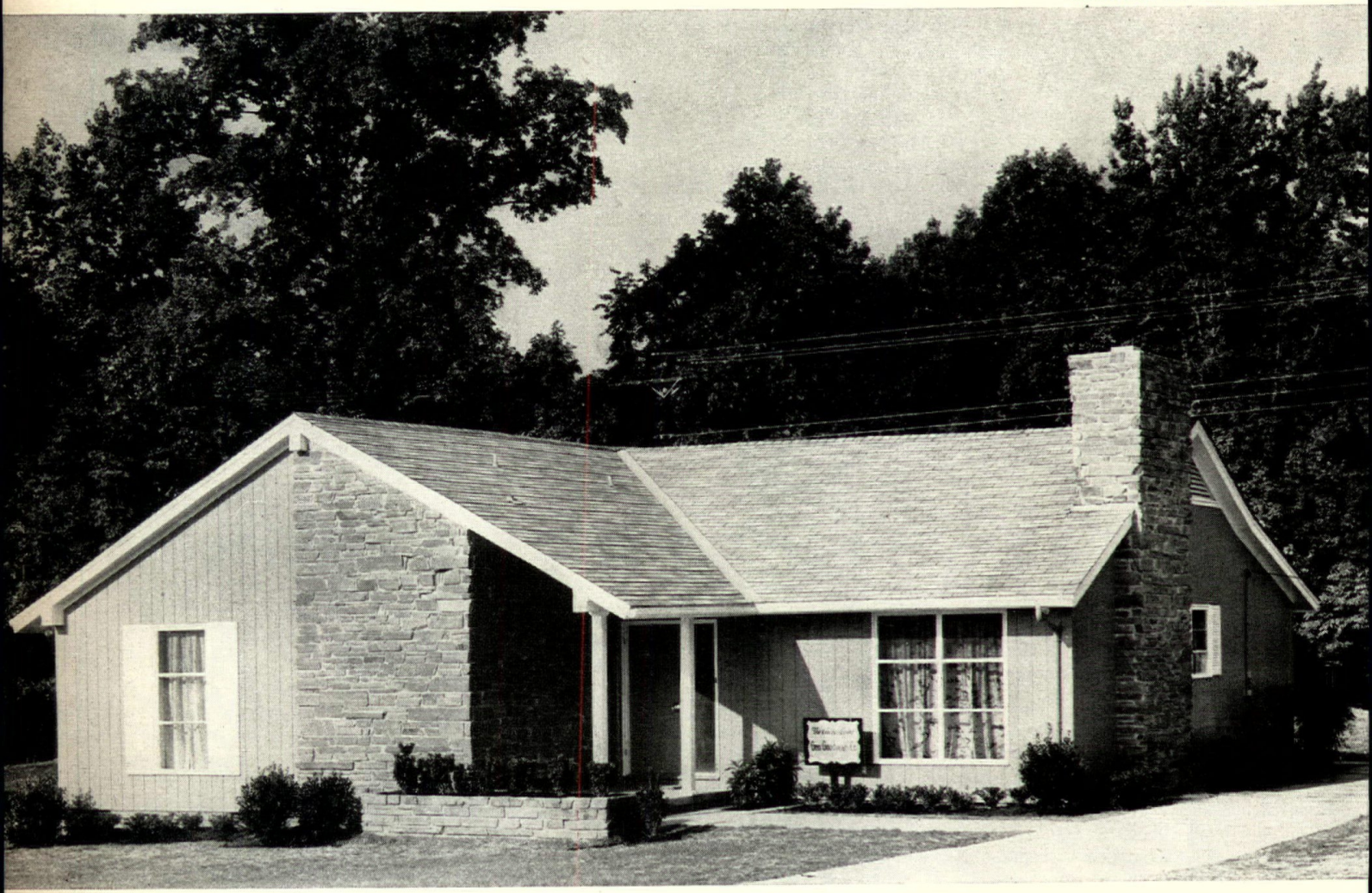
Squire Haskins

Tom Lively, *president of Centex Construction Co. of Dallas and Elk Grove.*



CAROLINA HOMESTEAD:

Photos: A. C. "Bill" Summerville



Native bluestone *wall gives a regional style to this new builder's model in Charlotte, N. C. The house has three bedrooms, two baths.*

This new house takes its exterior design from the past . . .

H&H staff photo

Old homestead *in South Carolina is typical of thousands throughout the South. Built of native wood and stone, most are L-shaped with a wide porch in front and a smaller back porch.*

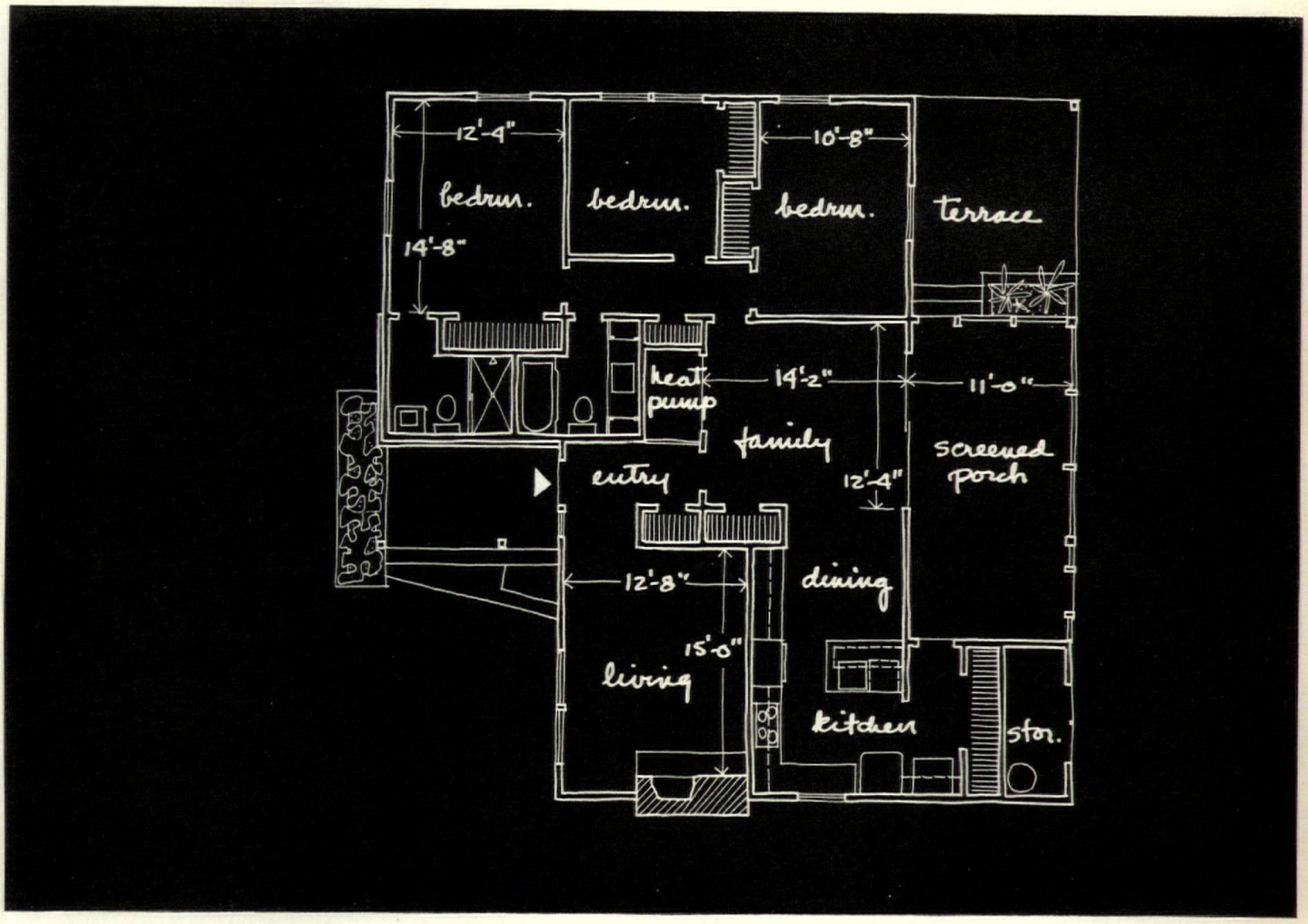
The design of George Goodyear's new model was inspired by the old farm homestead shown at left.

Built for last fall's Parade of Homes in Charlotte, N. C. the new house proved to be by far the most popular entry in the show.

Builder Goodyear patterned his model on the typical old farm home of his area because it has an authentic regional style—a style more familiar than the fabled plantation of the South. Though Charlotte has become highly brick-conscious in recent years, Goodyear used none on his exterior of scored plywood and native Carolina bluestone. (To stress the naturalness of the stone, Goodyear ordered random sizes and had a brick mason lay it without a level. "The man who built those houses 100 years ago would have done it that way," Goodyear pointed out.)

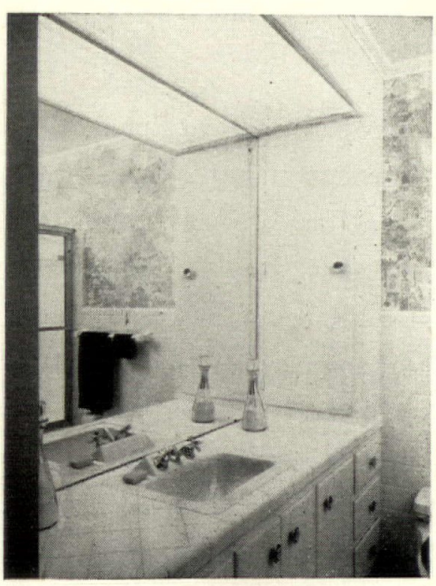
In every other way, the house is wholly modern. It is packed with conveniences, including built-in oven and range, intercom system, heat pump. It has ample storage, a good traffic plan, large glass areas, indoor-outdoor living.

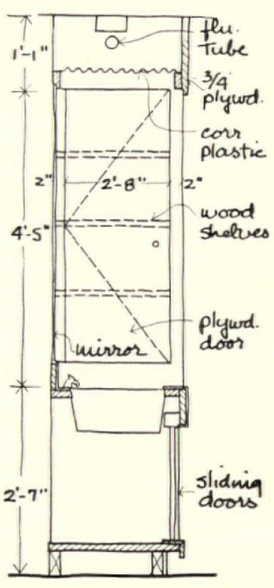
All this paid off. Reception was so favorable the $24,500 model will be the mainstay of Goodyear's next tract.



Unusual plan *by Architect R. Emory Holroyd has good separation of sleeping and formal-informal living areas, provides 1,440 sq. ft.*

but its interior is as up to date as tomorrow

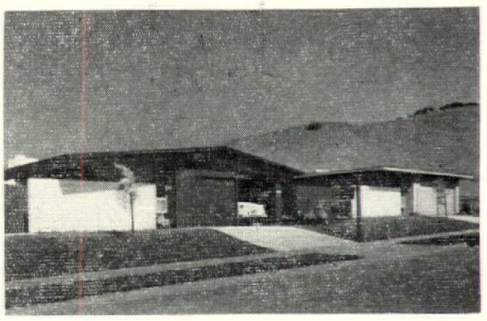


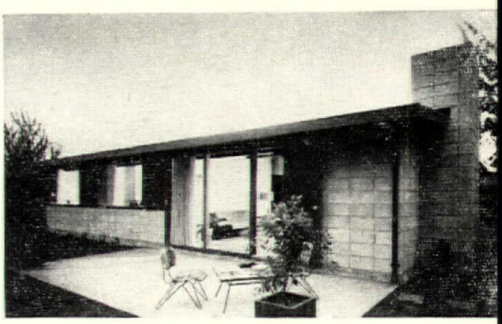


Lavatory alcove *in larger of two windowless bathrooms has cabinets at each side and below. Lighting is indirect through plastic panel above. Detail shows how simply alcove was built.*

Wide screened porch *in rear is open to family room through sliding glass door. Rear of house corresponds to front of oldtime home (opposite page). Porch is higher than the adjacent terrace.*

QUINCY JONES...





...who (with his partner, Fred Emmons)

...built this

Experimentation—like charity—begins at home.

That, at least, is what Architect Quincy Jones believes. And that is why his own house (opposite) opens a fascinating glimpse into home building's future.

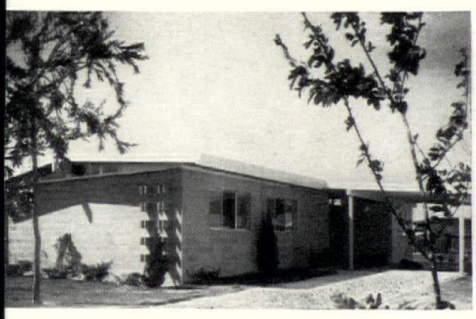
Because Quincy Jones is one of the top builder's-house architects in the US, his house is a laboratory in which many of tomorrow's home building ideas, techniques and products are being given the test of daily use. On the next pages Jones tells you all about his experiments.

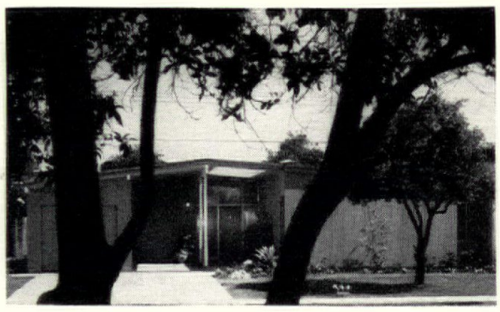
No one can say how far ahead of the present market men like Quincy Jones are. There are sure to be many things in *anybody's* custom house that reflect individual preferences, things that could not be translated into popular acceptance.

But as of today, Quincy Jones and his partner, Fred Emmons, are applying the lessons of this house to three important projects aimed at a large segment of the home buying public: they are working on a new prefab for one of the biggest US steel makers; they are developing a very similar steel house for construction this spring in Grand Rapids' new Homestyle Center (Nov. '56 issue); and they have just completed an experimental steel house—the "X-100" (see p. 145)—which production builder Joseph Eichler will unveil this month in San Mateo, Calif.—a house in most details just like the one shown on the next seven pages.

So let's take a closer look at Quincy Jones' own house. The future may come sooner than we think.

Photos: Ernest Braun; Rondal Partridge; Dan Healy; Julius Shulman





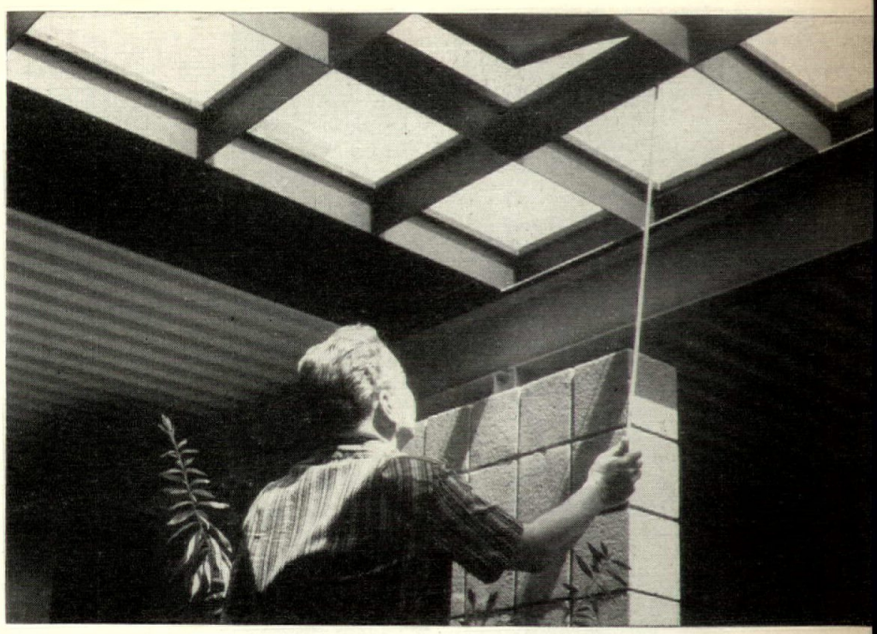
has designed more than 5,000 builder houses like these...

experimental house for himself...

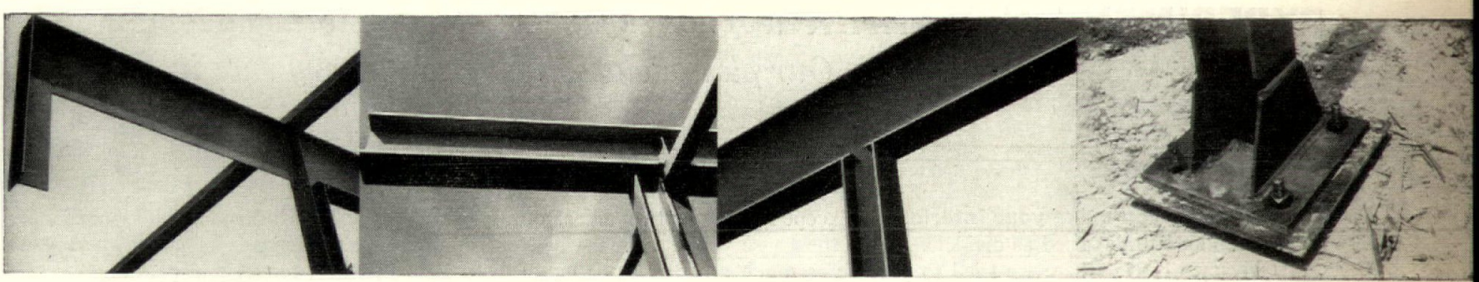
Julius Shulman

...his first house of steel and glass. Let him tell you about it in his own words ⟿

The first thing Architect Jones points out when you walk into his house is that it is almost all glass and steel: it has a bright red steel frame (see opposite), a steel roof (right) and steel-framed glass walls—both fixed and sliding. Why did he use steel instead of wood? What were the advantages and the problems? Did steel framing help him open up the plan? For the answers to these and other questions, see below.



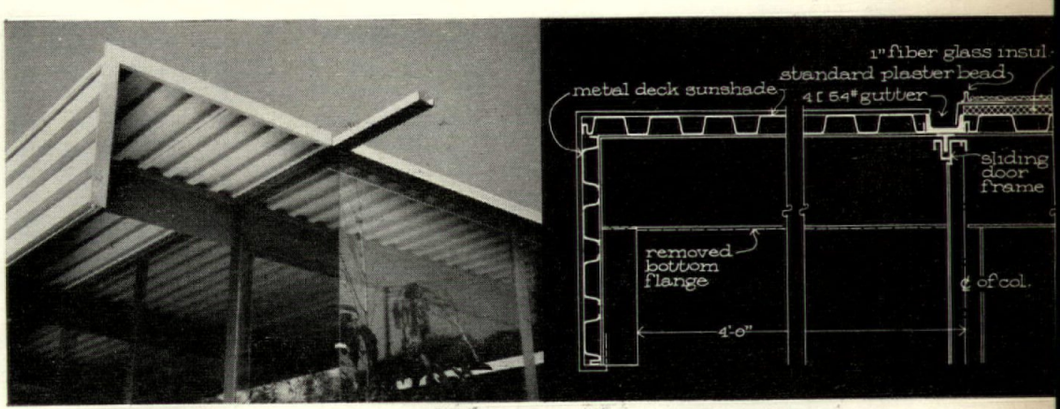
EXPERIMENT IN STEEL. *Jones says: "Precision in design and construction is made easier in steel—and so are big spans to open up the plan."*



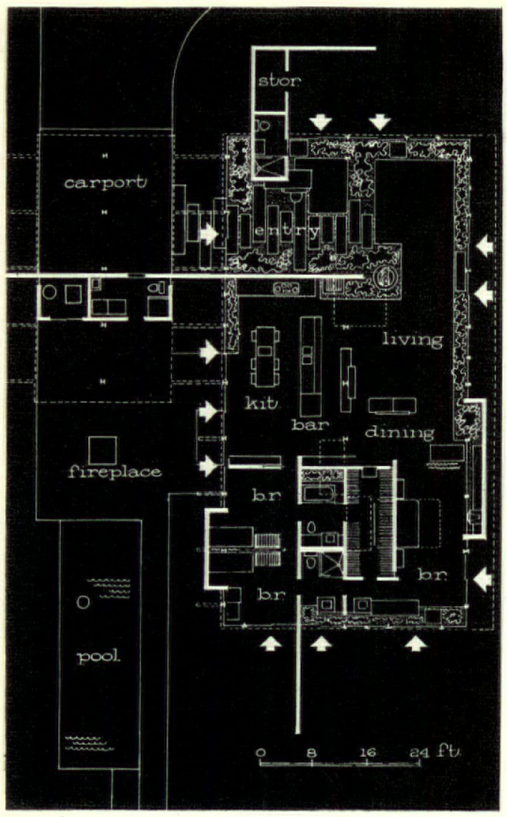
Why use steel in a house, isn't it too expensive? "Conventional house construction requires a lot of cross bracing by fixed partitions and other means to be completely rigid. But in steel we can make all connections so rigid that little added bracing is needed. As you know, we have quite an earthquake problem in California and so the rigidity of the frame was of great help in making the house earthquakeproof.

"As for the cost of steel: it is somewhat more expensive to build in steel, but there are any number of hidden savings. For example, our house went up in three months, which is pretty good for a 2,600 sq. ft. custom-built job. The steel frame and the roof were completed in three days because of shop fabrication which, in turn, eliminated many hours of customary site labor. That kind of shop fabrication is much more difficult in wood, because wood can't be prefabricated to the same precise dimensions."

How is the steel roof drained? "We got a real precision-pitch in the flat roof framing. Such a pitch is impossible in wood because of the swelling, shrinkage and deflection inherent in wood construction. The water drains off into gutters made from stock steel channels that cantilever out beyond the roof edge to keep the water off the walls. The gravel stop is perforated corner bead used by plasterers. The perforations let the water through but hold back the gravel."



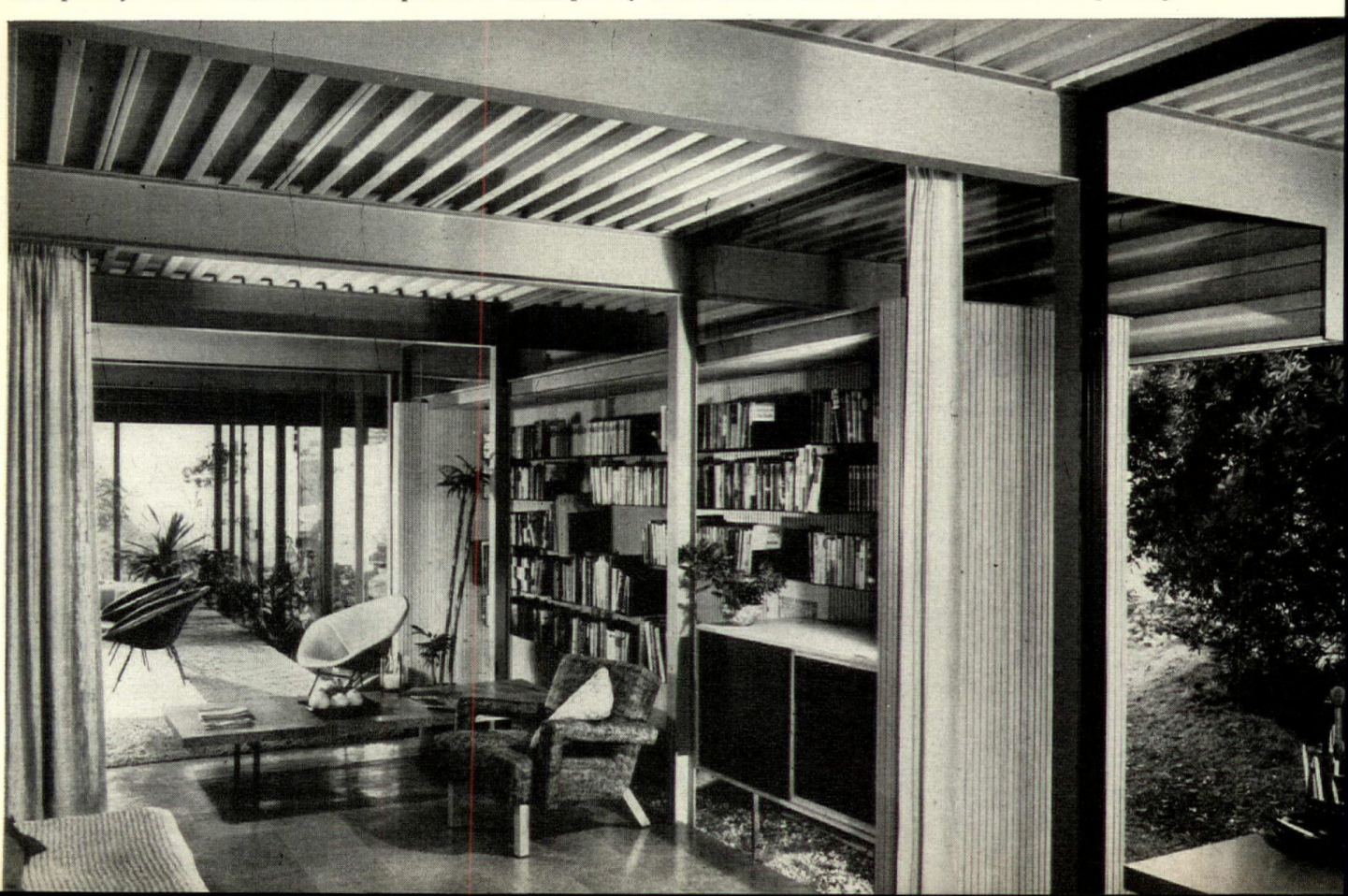
← Photo: Julius Shulman

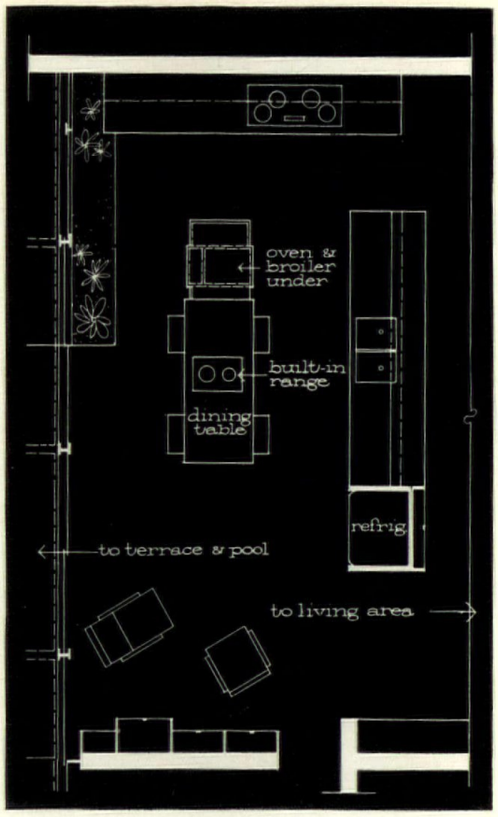


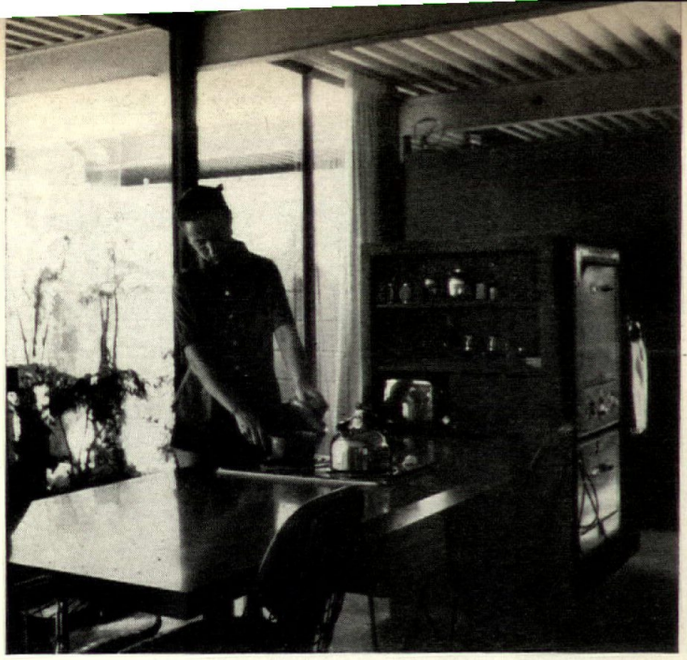
Why isn't the entrance in the middle of the plan? "I have been convinced for a long time that the old flow patterns no longer make much sense. We live much more informally than we used to. We can't afford servants that would shame us into formal living. Why walk in through the front door to get to your bedroom if the bedroom has its own 'front door'—a beautiful sliding glass wall? We used them all around our house so you can walk into any room from the outside at will. I know you can't plan your houses quite so informally in New England, but you can scrap many of the old rules even there."

EXPERIMENT IN PLANNING. *Jones says: "Old flow patterns no longer make sense. Our plan violates just about every rule in the book."*

How open can you make your interiors? "Except for one or two areas, our house is really one big room with occasional floor-to-ceiling curtains used as dividers. *Inside* the house you're always with your family or your friends—*outside* is where you want privacy. That's where we tried to provide as much privacy as we could, with screens, walls, fences and planting."



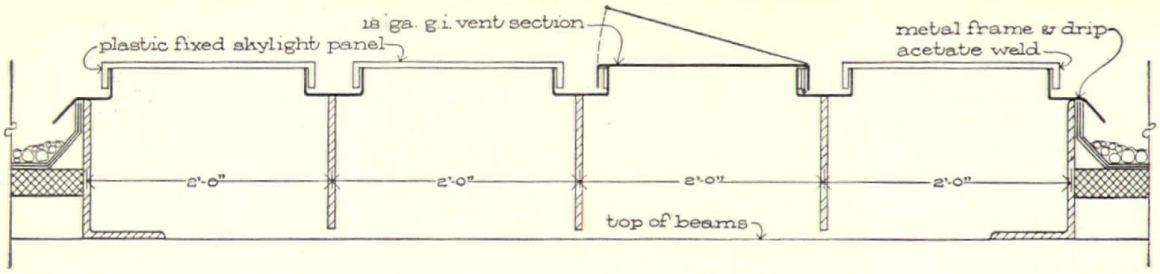


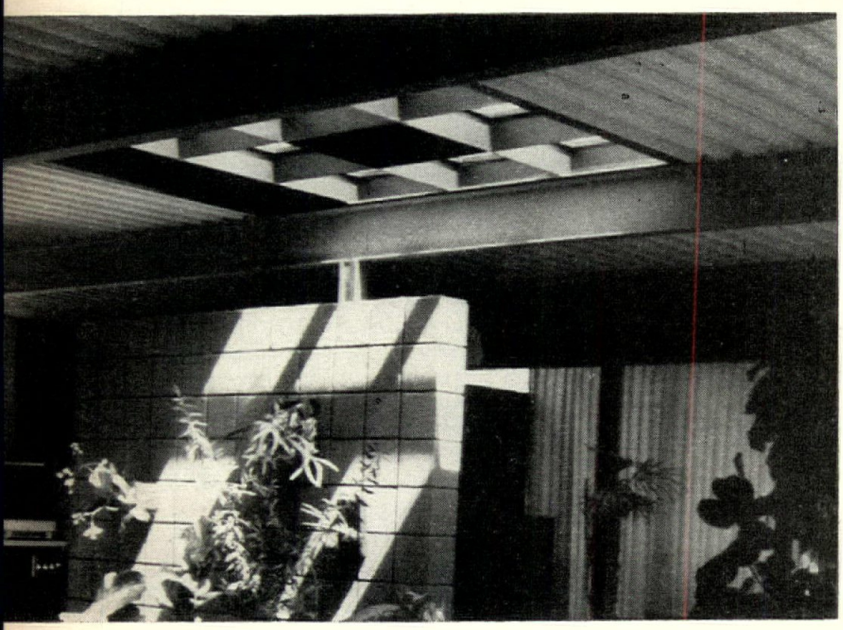


Can you really cook a meal on your dining table? "Sure we can! The reason we built a range into our dining table is that my wife wanted to be able to prepare simple meals without having to run back and forth to the kitchen. The range also serves as a warming unit for buffets. Now we hardly ever use the 'proper' range that we still keep in the kitchen area! We put the oven and broiler next to the dining table so we don't have to carry the food quite so far. Incidentally, we have incorporated the same details in the new experimental Eichler House in San Mateo, and in the Grand Rapids 'Homestyle Center' House."

EXPERIMENT IN KITCHENS. *Jones says: "The kitchen as a separate unit is disappearing altogether. It is now part of the living area."*

How good is a living-kitchen? "Our kitchen is really in the living room and not hidden away, so my wife can be with the rest of the family and with our friends when she cooks. I like to think that the kitchen as a separate unit is disappearing altogether and that it is going to be broken up into a lot of small units that will be scattered all through the house."





Why do you use skylights? "For both ventilation and better lighting. Some sections can be opened so that the hot air next to the ceiling is drawn off, and cool air is circulated at the floor.

"And I feel strongly that we need skylights to improve our daylighting, too—especially in houses with lots of glass. Skylights raise the interior light level of any house, which means less glare. There is less contrast between comparatively dark interior surfaces and the bright glass areas.

"Incidentally, when you have plants inside your house, the leaves will turn toward the skylights—instead of turning away from you and toward the windows. If we didn't have the skylights, we would only see the backs of those leaves from inside the house."

EXPERIMENT IN INTERIOR GARDENS. *Jones says: "Plants make natural space dividers. The leaves grow toward the skylights."*

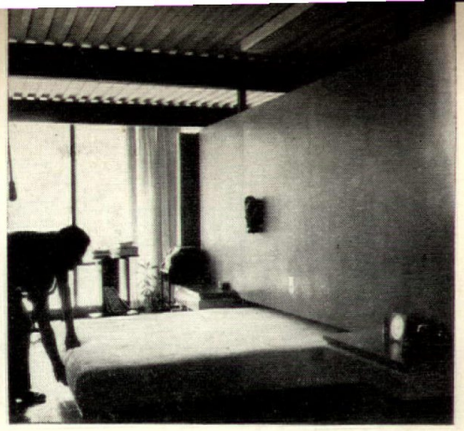
Why so much inside planting? "I happen to like gardening, so we provided for 300 sq. ft. of planting beds inside—nearly 15% of the total indoors area. We use plants in a functional way to do a lot of specific jobs.

"For example, we have a continuous plant bed just inside the glass walls. That keeps people from walking through the glass. It also gets rid of any condensation on the glass or steel. To water the plants, we have hose bibs spotted around the flower beds.

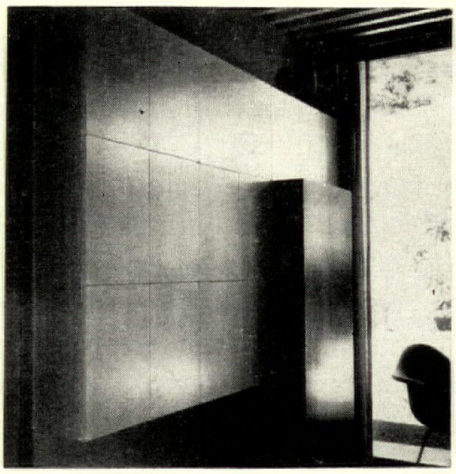
"And in the middle of the house, we have used plant beds as natural space dividers. When you walk into the house you first walk through an indoor garden that screens the living area from the entrance. A real screen might do, but the plants contrast with the straight lines of the house.

"The plant beds are topped off with gravel to hold down the dirt. The same gravel is used outside in a broad band all around the house, to catch rainwater dripping off the roof edge. If we had a lawn there, the rainwater would cut into it—and we'd have a hard time cutting the grass so close to the walls."

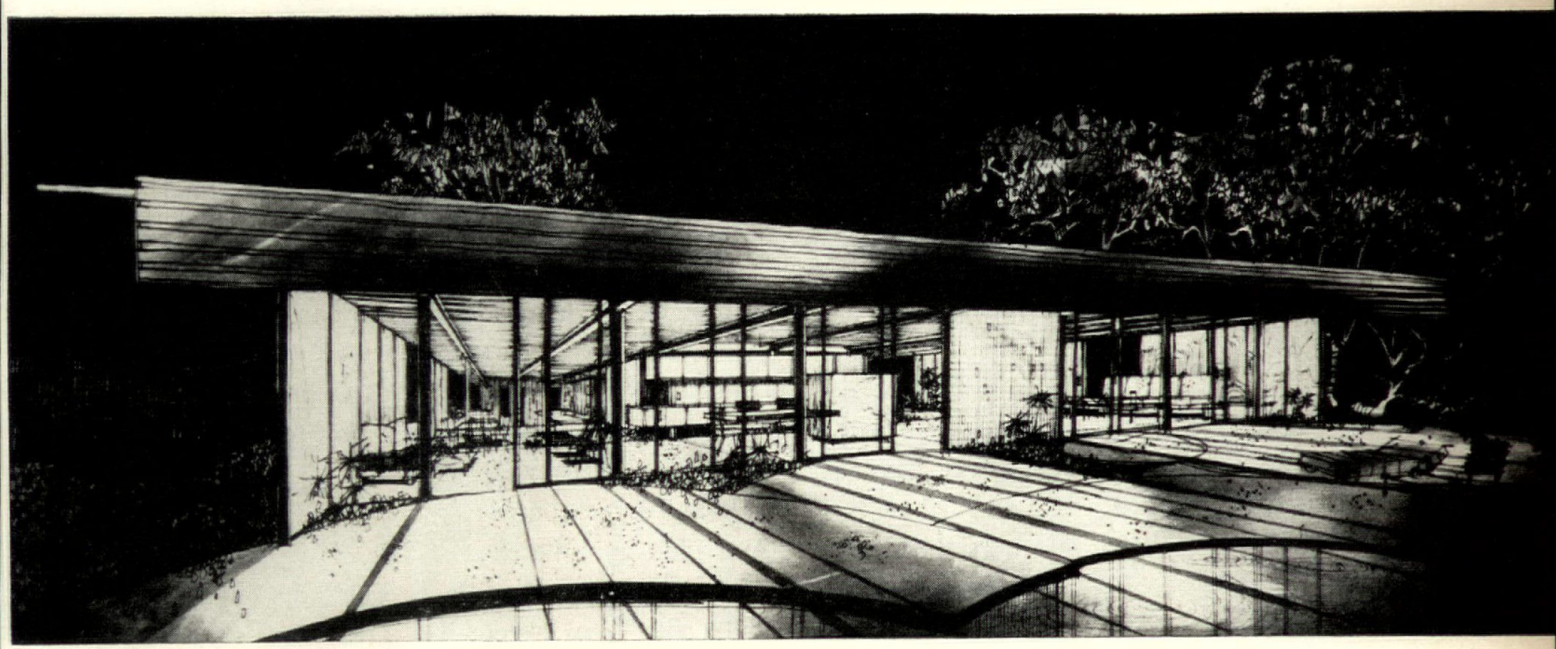
Is that a couch or a bed? "It's both. Since the master bedroom is almost part of the living area, I wanted a bed that would push away into a pocket under the storage wall so that—most of the day—only half the bed sticks out. That way it's a seat against the wall. At night we just pull out the bed and get a full bedroom."



Where is the cabinet hardware? "The hinges are concealed and the doors work on touch latches. You push against the door and the spring latch inside is released. All this is standard hardware, but it has not been used much outside of store construction. Neat details like this make sense in houses, too."



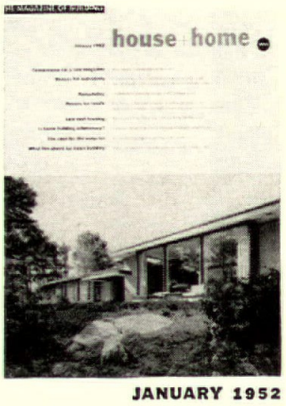
EXPERIMENT IN BUILT-INS. *Jones says: "A lot of basic product design is needed before houses are brought up to date."*



Are builders willing to go as far as Jones did? Here is one who is: This month, builder Joseph Eichler opens his latest experimental house, the steel-and-glass "X-100" (above) designed by Architects Jones & Emmons. It is substantially similar to Jones's own house. Important difference: the X-100 is one step closer to the market.

Why are men like Jones, Emmons and Eichler switching to metals? Says Jones: "The supply of most organic materials is becoming shorter and it will soon be necessary to use inorganic materials like steel in house construction. . . . But since our present steel vocabulary was developed for heavier structures, we will have to develop a new, light steel system. When we do that steel houses will become economical to build."/ END

NEW YEAR



JANUARY 1952

HOUSE & HOME is five years old today, and we would like to thank all of you for having made this birthday possible.

We most especially want to thank you for staying with us through that most difficult time in the life of any magazine—the first few years of trial and error, years when everything depended on your faith and your patience.

You were patient when we were still feeling our way—when we published bad design just because the house sold, when we published unsalable design just because the concept was advanced.

You were patient when we seemed to be going too far, too fast in trying to help industrialize home building—and when, at other times, the pace seemed all too slow.

You were patient in these and many other ways because—we like to think—you shared our faith in home building's future.

You shared the belief we voiced in the first issue of HOUSE & HOME, that our industry stands, at long last, on the threshold of its industrial revolution, and that it requires the help of *all* the specialists in home building—their dedicated teamwork—to cross that threshold.

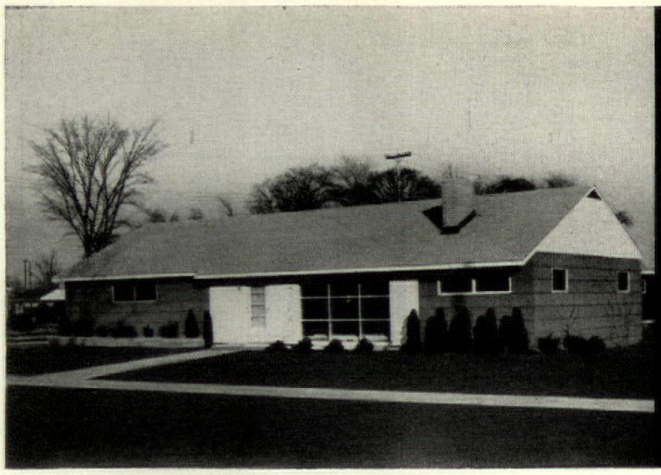
Everything we have done these past five years was done with a single aim in mind: to help our industry cross that threshold. We think we have come a long way toward reaching that objective. And in coming a long way, we have also become the biggest industry magazine in the US.

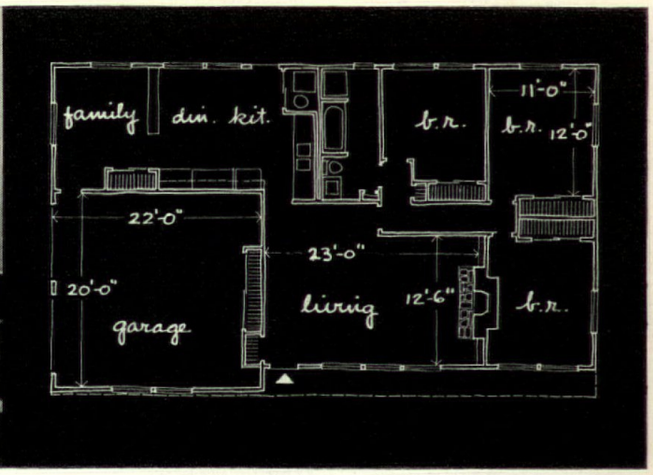
And now, on our fifth birthday, we record this resolution: we promise to continue the fight for a better American house and a better American community. And we promise to do everything we can to help you make home building an even more efficient industry.

But there is one thing we can't promise: we can't promise not to make mistakes in the future. That is because we expect to continue to edit and publish a lively and controversial magazine—the liveliest and most controversial magazine in our industry. We expect to raise every conceivable issue that seems worth raising in behalf of *any* aspect of home building. We expect to do this for one, simple reason: because we believe that teamwork without open discussion is impossible, and that home building without teamwork has no future.

DECEMBER 1956

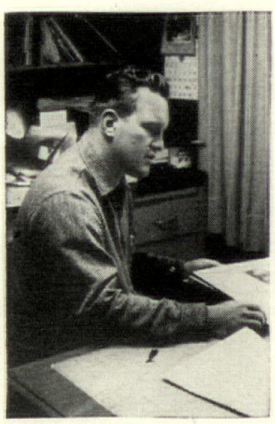
THE EDITORS





"$3,000 BELOW FHA"

"The most efficiently built house I've ever seen," says expert Jim Lendrum about this Ohio builder's new $17,400 model



Builder Schmitt

BOB SCHMITT builds in a suburb of high-cost Cleveland* yet his own costs are so low he can sell his houses $3,000 under their FHA valuation.

What's the secret? Schmitt says, "I don't do anything that any builder doesn't know about or couldn't put into practice tomorrow.

"I just organize my work—always with an idea toward cutting costs—so that every step is the logical outcome of the step before it and so it smooths the way for the next step. This requires planning, but it pays off in dollars."

Schmitt is a component builder. He uses standard size wall panels, roof trusses, prefab plumbing, work jigs and most known cost-saving techniques. But he does not plan in terms of plumbing, wiring, heating, etc. He organizes his work in three phases: foundation, framing and finishing.

In the first phase of the job Schmitt pours his footing, builds the foundation, puts in rough plumbing and heating, pours the slab, paves the driveway and walks—all in a total of 200 man-hours. Labor cost: $750.

The second phase includes framing, rough wiring (two stages), wall-boarding, finish flooring, plumbing, heating, exterior painting and finish. This is done in 360 man-hours that cost $1,313.

The finishing stage takes in wallboard taping, painting, cabinetry and trim, final plumbing, heating and electrical work. This work requires 290 man-hours at a cost of $780. Total labor cost per house: $2,843. Total time: 850 man-hours.

"Method is more important than cost-cutting techniques," says Schmitt. "Cost-cutting techniques don't save all the money they can unless they are integrated with each other. Not integrating is like playing a 78 rpm record on a 33⅓ rpm machine.

"Truss roof framing is a case in point: many builders say they can't save money with trusses. Generally that's because they use the trusses as just another way to frame the roof. They don't take advantage of all the things a truss system lets them do. For instance, trusses let you build inside one big room where men and materials can be organized without regard to the weather.

"The over-riding objective in building must be continuity. I shun any design, material or technique that does not fit into a smooth, continuous operation. (Wet plaster used to be a bottleneck and we solved that weeks-long delay with dry wall; now we've got to do something about the days-long delay for joint taping.)

"Stops and starts cost money. Any low-cost material, method or technique—no matter how cheap—that results in a production bottleneck is no saving."

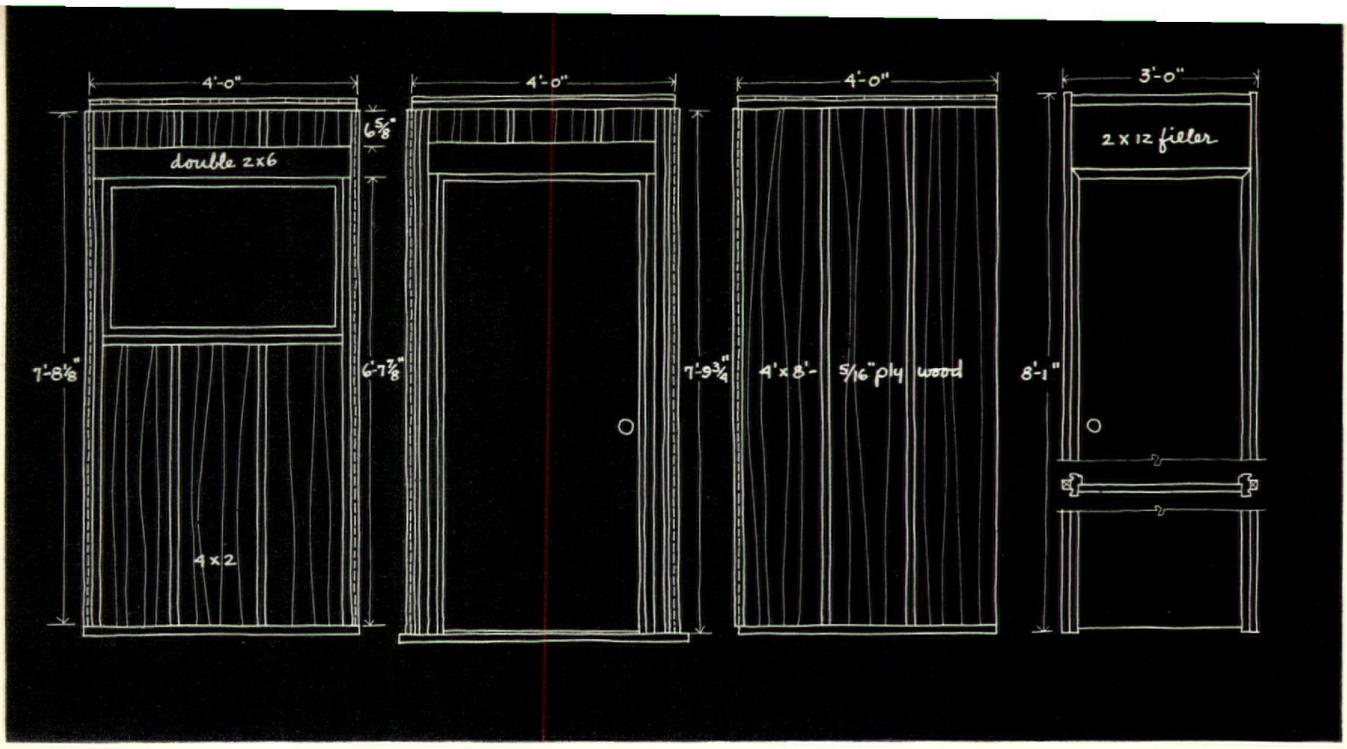
Schmitt, a third generation builder, was educated as an industrial engineer. He says: "Methods and work simplification are the heart of industrial engineering. I decided to go into building when I realized there was more opportunity to improve method there than in any industry I knew. I built seven houses in 1946, 70 last year in Berea."

Small Homes Council Chairman Jim Lendrum sent his whole staff to see Schmitt's operation. Their report: "Schmitt has the most efficient and completely integrated component building operation we've seen."

Does a builder need a big volume before he can get savings like Schmitt's. "No," says Schmitt, "A smaller builder is closer to the job, better able to integrate cost-saving techniques. First step: use standard components."

To see how Schmitt builds ⟶

* *FHA reports its "standard house" cost more to build in Cleveland than in any other US city except Chicago. See page 126.*



Window panel *has conventional 16″ on center studs, is preglazed with Thermopane.*

Exterior 3′ door *is prehung in 4′-wide panel. Combination door is hung at the same time.*

Windowless wall *panel has only three studs. The fourth stud is on panel that joins it.*

Framed interior door *has an integral jamb and stop milled in one pass from clear 2x4″.*

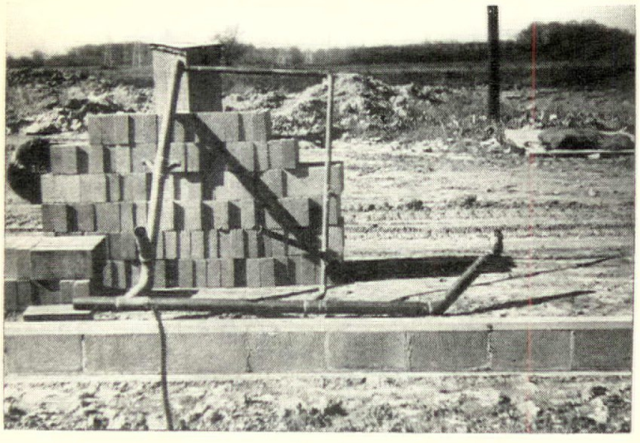
These modular panels were designed by Schmitt . . .

In designing his panels Schmitt chose a 4x8′ sheet of plywood as the module. He put his studs 16″ on center because that spacing passed all codes. He took his design to his lumber company (Home Materials Co., Mansfield, Ohio) and convinced them to make the panels for him. Says Schmitt: "I pay less for my lumber materials than most builders because I don't have to pay for the overhead and service I'd need if I kept ordering by odd lots—first some windows, then a truckload of studs, then joists and rafters. I simply phone the dealer and he checks off my order on a copy of my order form. It takes me less time to order all the components for 18 houses than many builders spend to take off and order the material for one house. I'm never short; bigger parts prevent slips in ordering, shortages in delivery.

"And while the lumber dealer is filling my order, my crew is getting the slab ready for delivery."

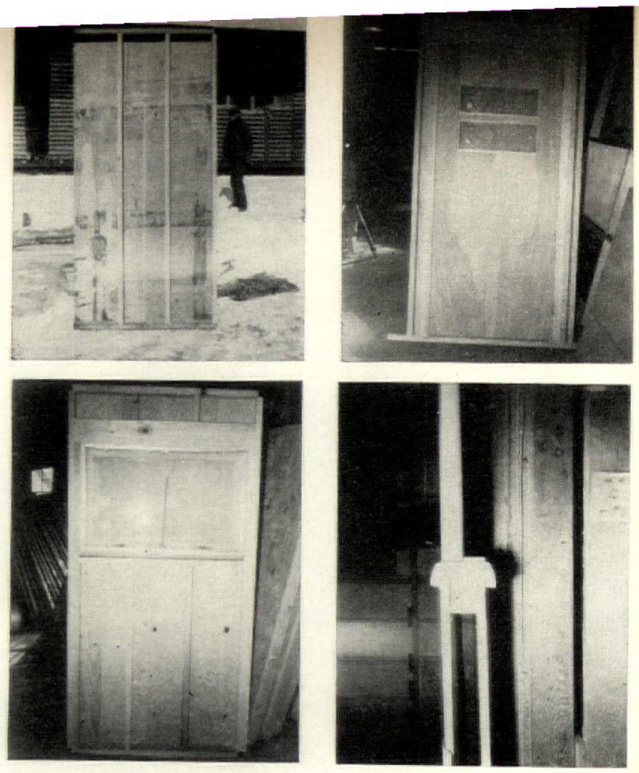
H&H Staff photos

1 *Trenches are dug and footings poured for slab on same day. Modular 4″ x 8″ x 16″ block, used in place of forms to retain slab, is stacked at marked position near foundation.*



4 *Prefabricated waste system built off job in lots of 15 to 20 will be connected to sewer in 30 man-minutes. Pipe is 3″ copper tube with cast brass fittings. Complete stack costs $25.*

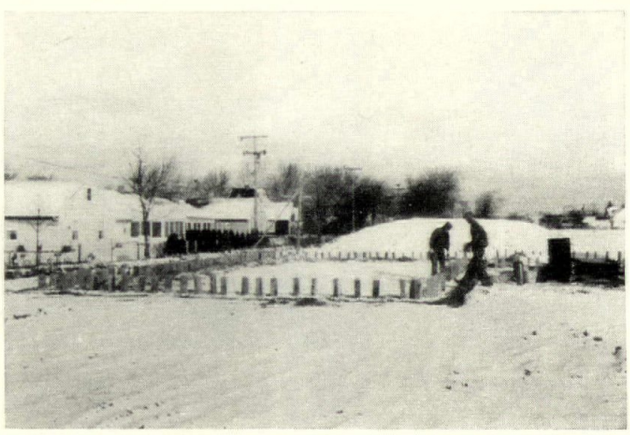
5 *Slag is leveled by small bulldozer after heat pipe, plumbing stack are placed. Hand labor completes smoothing. Meanwhile mason finishes laying block, crew lays vapor barrier.*



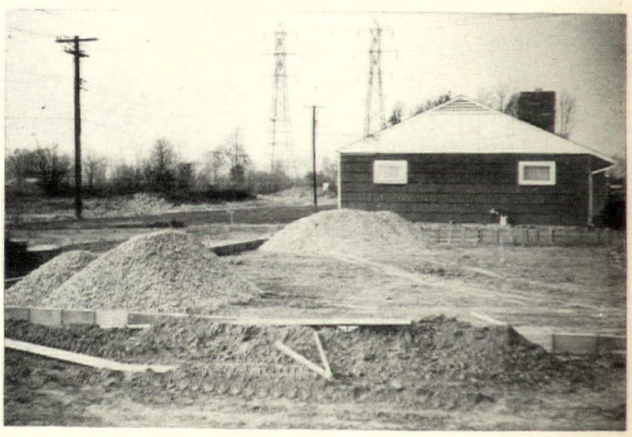
Panels *made by lumber company are built under roof on jigs. Window panels with screen cost Schmitt $56, door panel with storm door, $71, solid panel, $8, interior panel, $20, trusses, $20.*

Trailer load of panels *and trusses for complete house. Lumber company finds this one-stop delivery nets more profit than the multistop deliveries of windows, doors, dimensional lumber.*

and built in lumberyard for delivery to finished slab



2 *Block is placed on end around the perimeter of the foundation by laborers. This saves mason's time: he lays block, steadily never waits for material or stops to get it himself.*

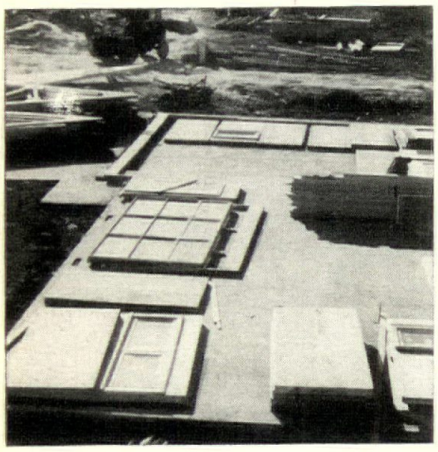


3 *Slag for slab bed is dumped in three piles out of the way of heat duct runs which will be laid next. Truck that dumps slag enters the area over a footing purposely left unblocked.*

6 *Fireplace jig has sloping back and is marked for spacing and plumb. Jig is pulled out only after the firebrick is laid. Scaffold is used to build chimney before the house is framed in.*

7 *Lumber yard truck is backed against finished slab so panels and trusses can be unloaded quickly on clear, smooth area. Panels are laid flat in the place where they are to be erected.*

Here's how Schmitt's crew frames whole house in 2½ hrs.

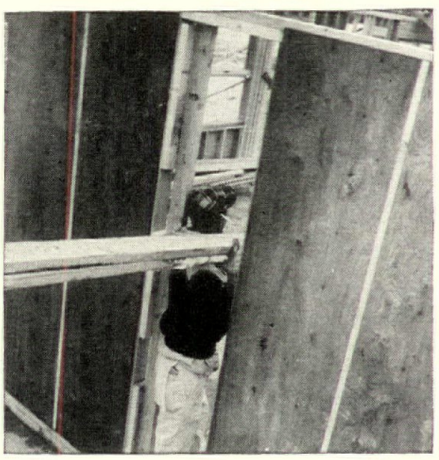


8 *All exterior wall, door and window panels for the house lie on the slab which serves as a roofless assembly plant for Schmitt's four-man panel erecting crew.*

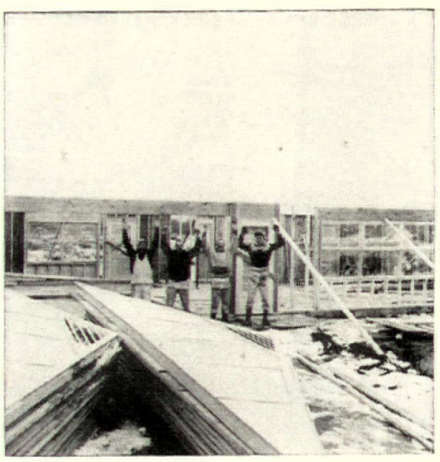
9 *First panel erected includes pre-hung front door and combination storm and screen door. The screen insert for the storm door is stored between the two doors.*

10 *Bottom 2x4" member ties both sides of door panel together, prevents prehung doors from getting out of fit and becomes part of subplate (right of photo).*

14 *One section of each side is framed conventionally to take up slack in tolerances of foundation and slab. Says Schmitt: "Complete paneling is too inflexible."*



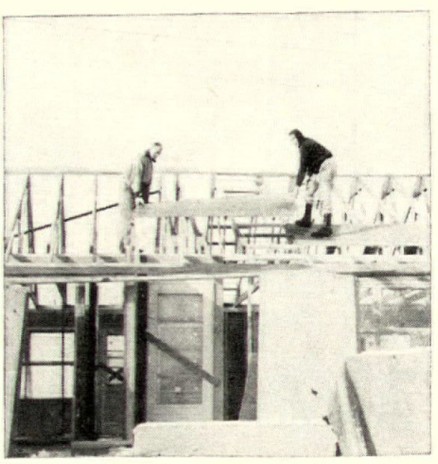
15 *Part of conventional section is left open for easy access on each side. This is necessary as windows are glazed and doors locked. Section is sheathed later.*



16 *Men with hands in air signal completion of four walls. Total time: three man-hours. Crew will next be joined by two more men to erect 30' long trusses.*

20 *Second gable end is put in place. Extra 2x6" on bottom chord becomes nailer board for flooring of 500 sq. ft. unfinished attic under high part of 5:12 roof.*

21 *Just 1 hr. 55 min. from the time they started trussing roofs, the men signal that the job is complete. The total time from start of job: less than 15 man-hours.*



22 *Crew, reduced again to four men, starts roof sheathing. No cutting is needed as modular 4x8' plywood sheets are placed across trusses spaced 2' on centers.*

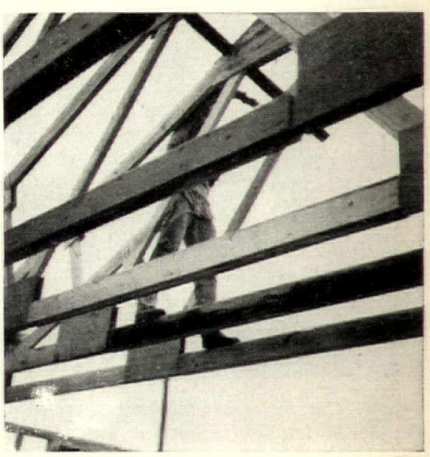
11 *Six-light window wall, only panel over 4′ wide, is hefted in place by all four men, like all Schmitt's window panels is a Curtis preglazed Thermopane unit.*

12 *Solid panel is supported by the 2x4" stud on the adjoining panel. Only door and window panels have two end studs preassembled. Studs are 16" o.c.*

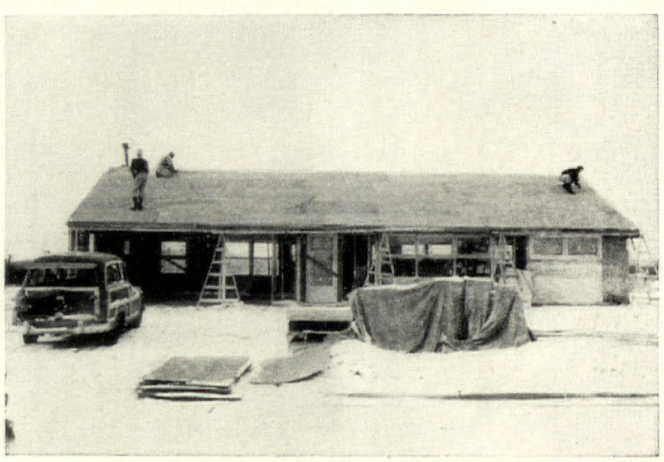
13 *Corner panel, without studs on either side, gets support from pre-assembled corner post. Same type of panel turns corner, gets support from same post.*

17 *Framing crew leader walks backward marking location of trusses on the top plate. His pre-marked tape helps him complete all marking within ten minutes.*

18 *Three men on top put trusses in place as fast as three ground men can tip them up. Two men, on side walls, nail one truss in place every four minutes.*



19 *Lead man straddles trusses and nails pre-marked spacer boards on top. Truss members are 2x6"s which butt each other instead of lapping; gussets are nailed.*



23 *Completely sheathed, roof covers 1,800 sq. ft. of space including two-car garage. Men work at an even pace; they save time chiefly because they work to a prearranged plan. Says Schmitt: "The men set their own work standards and beat them."*

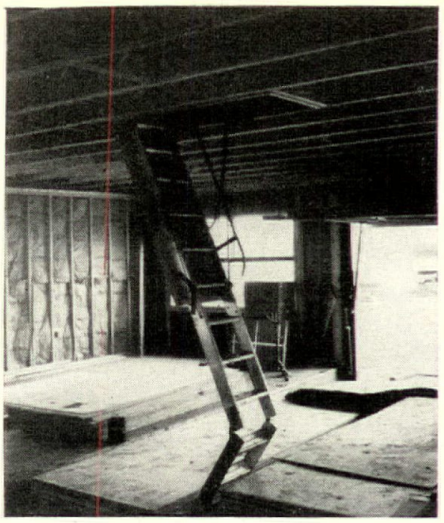
"Components make job mind-sized"

"Standard-size components," says Schmitt, "are efficient in themselves because they save time and eliminate waste. But, more important, they help a builder coordinate one phase of building with the next phase. This eliminates inefficiency because it pinpoints production bottlenecks.

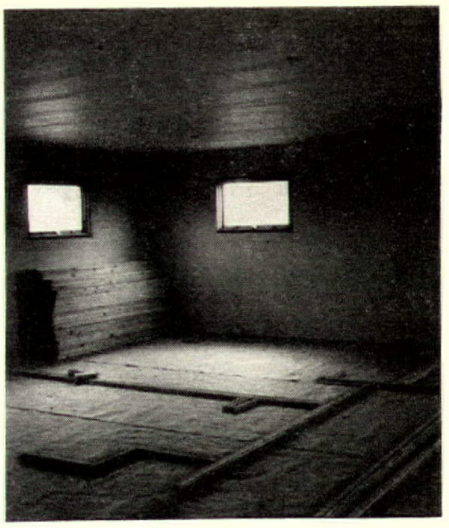
"It's hard to see what is slowing down a building when you see studs being set up, windows being fitted, doors being hung, floors being laid, roofs being framed. Building this way lacks rhythm. Your mind never quite grasps enough of the framing phase to prepare logically for the next steps. But if you see each step fully, you have time to plan your next moves. You can schedule men and material in an orderly manner. The smaller builder needs to work with components more than anyone else because he is his own supervisor, purchasing agent, bookkeeper. He can grow if he spends less time on detail others can organize for him."

continued

Framing, finishing interior is series of logical steps

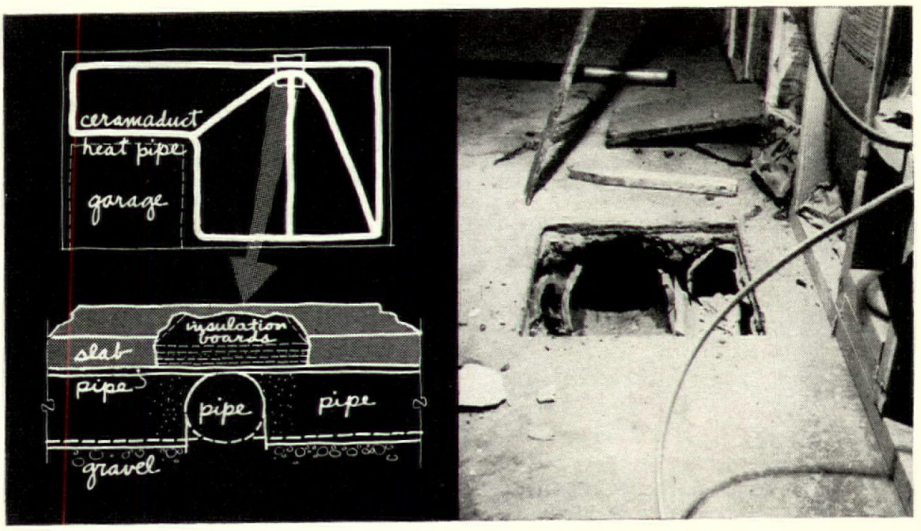


24 *Disappearing stairway goes in garage after walls are insulated. Men can then carry ceiling insulation, plywood to attic. House is drywalled as one room.*

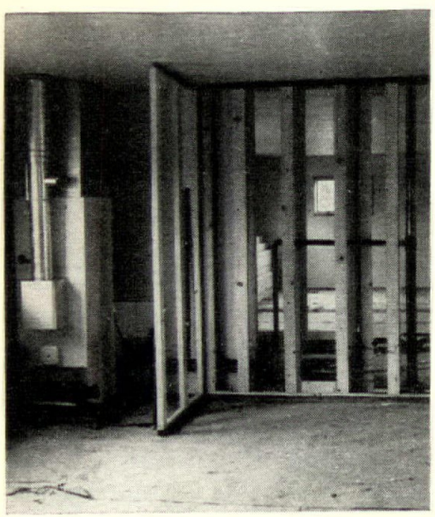


25 *Floor plan is mapped on finished floor with subplates nailed by crew leader. He cuts matching top and bottom plates. Unskilled men now build partitions.*

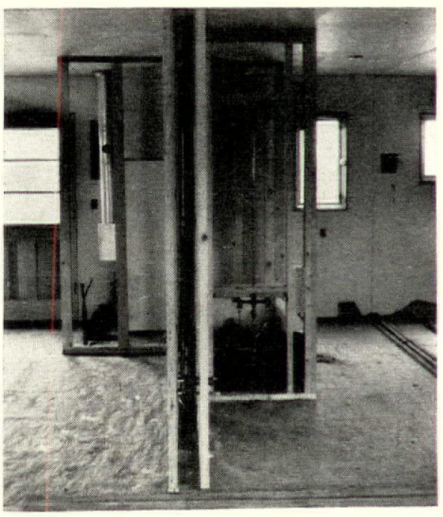
26 *Gas meter assemblies are prefabbed in lots of 12 on the garage floor. Corner house in a group of 12 or 15 becomes warehouse and workshop for others.*



27 *Before the slab is poured, sand is scattered where Ceramaduct heat pipes converge. This area is then topped with two Insulite squares (see cross-section). A hole is broken (photo) through the thinly cemented top. A workman shatters pipe, removes sand and plasters smooth box-shaped cube to form heat plenum over which floor furnace fits.*

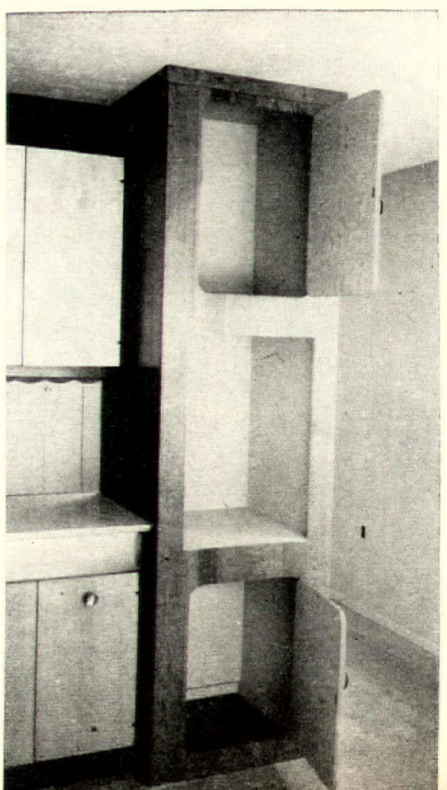


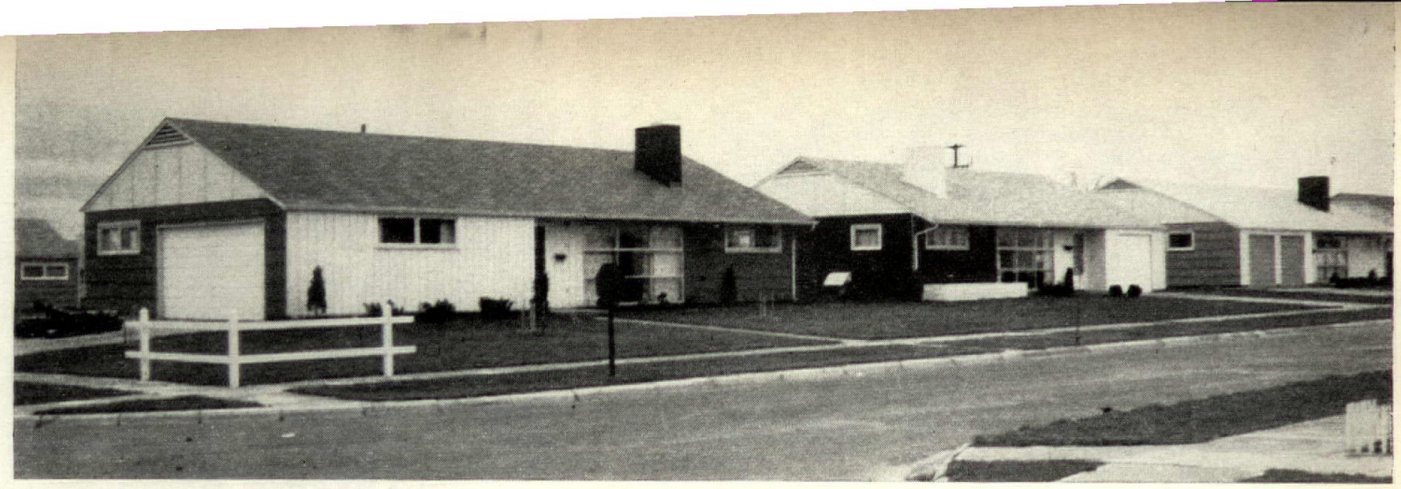
28 *Furnace, left, is located near outside wall to save costly runs of fuel and water pipes to center of house. This location reduces height of roof stack and keeps furnace noise away from living-sleeping rooms.*



29 *Prefab water lines are clamped to double partition by the carpenters.*

30 *Interior of closet (right) is painted with roller before the front goes on.*





Savings in building these houses provide extra equipment

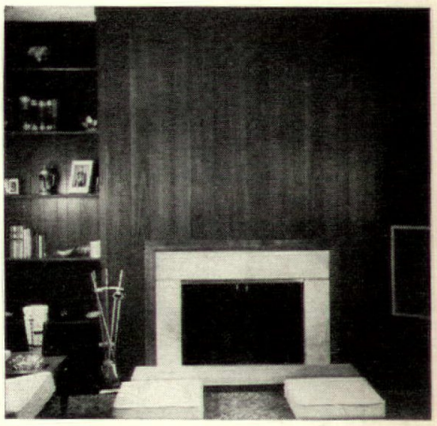
Schmitt believes the best home merchandising consists of building the biggest and best house possible and equipping it with everything a family needs.

"My market is almost entirely second-time buyers with $5,000 to $8,000 incomes. Most of them are moving from two-bedroom or small three-bedroom houses.

"I know what women want in their second house. First they want space, particularly a family-size kitchen they can dine in. They also want a big attached-garage. After space they want certain conveniences." Schmitt names them in order: "Garbage disposer, washing machine, built-in oven and range, dishwasher."

"My buyers also want some pure luxury—a fireplace. It's the badge of a bigger house. They want the biggest house they can afford but they also want a fireplace to remind other people that they have moved up the scale."

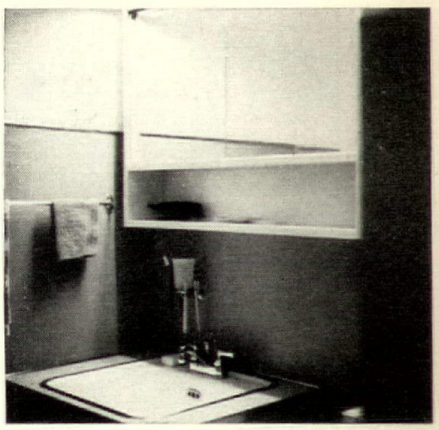
From his smallest house (1,160 sq. ft., three bedrooms, one bath, attached garage at $16,000) to his biggest (1,800 sq. ft., three bedrooms, bath and a half, two-car garage and second living room at $23,500), Schmitt builds all his merchandising into his houses. He never advertises. He does his own selling, and he already has orders for houses to be built this spring.



Fireplace wall *with built-in bookshelf is finished in mahogany, walnut or birch paneling.*

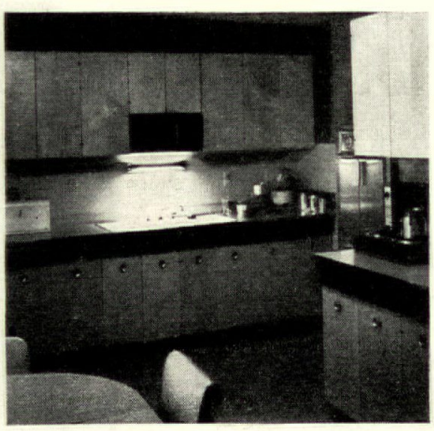
Here are standard items included in the base price of a Schmitt house:

Concrete driveway; full street improvements including storm sewer, water main, sidewalk, curbs, gutters, 2″ asphalt road on 8″ base; lawn, shrubbery; concrete walks to front and rear doors; cedar shingles with insulation under course; choice of paneled front and color; fireplace with paneled wall and bookshelves; Bendix Duomatic washer-dryer with laundry supply cabinet above; garbage disposer; Formica counter tops; plastic wainscot in kitchen and baths; finished and painted garage; ten-year guaranteed 40-gal. hot-water tank; floored attic with disappearing stairway in garage; 12-circuit, 100 amp. electrical service with 135 outlets, silent electric switches, TV outlets; Thermopane in all windows except garage; aluminum screens for all vented windows; combination storm and screen doors front and back; storage closet in garage; front and back exterior water faucets; choice of interior wall colors; choice of wood paneling around fireplace; two-compartmented kitchen sink.

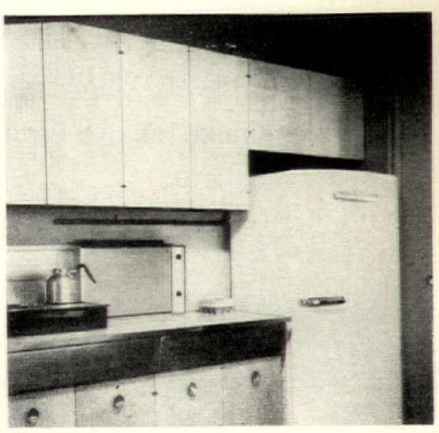


Bathroom *has plastic wainscot. Vanity-lavatory is under the sliding-door medicine cabinet.*

Kitchen *of 192 sq. ft. area has dining space near the window, all-purpose area adjoining.*



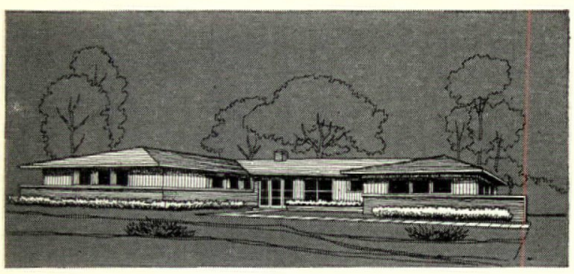
Birch cabinets *and double sink with garbage disposer are included under house mortgage.*



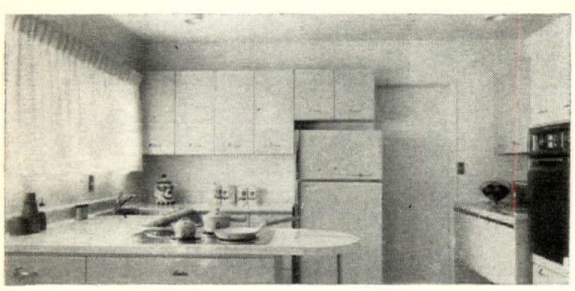
Pull-down range tops *are standard kitchen equipment. Long counters have vinyl tops.*

WHAT IS BILL LEVITT UP TO NOW?

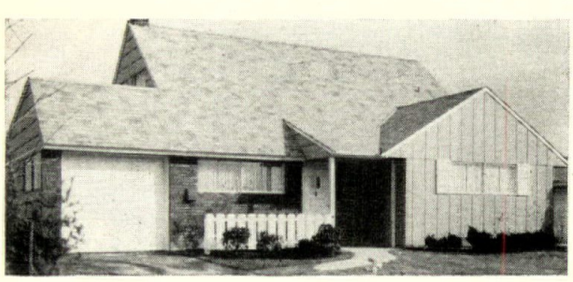
ANSWER:



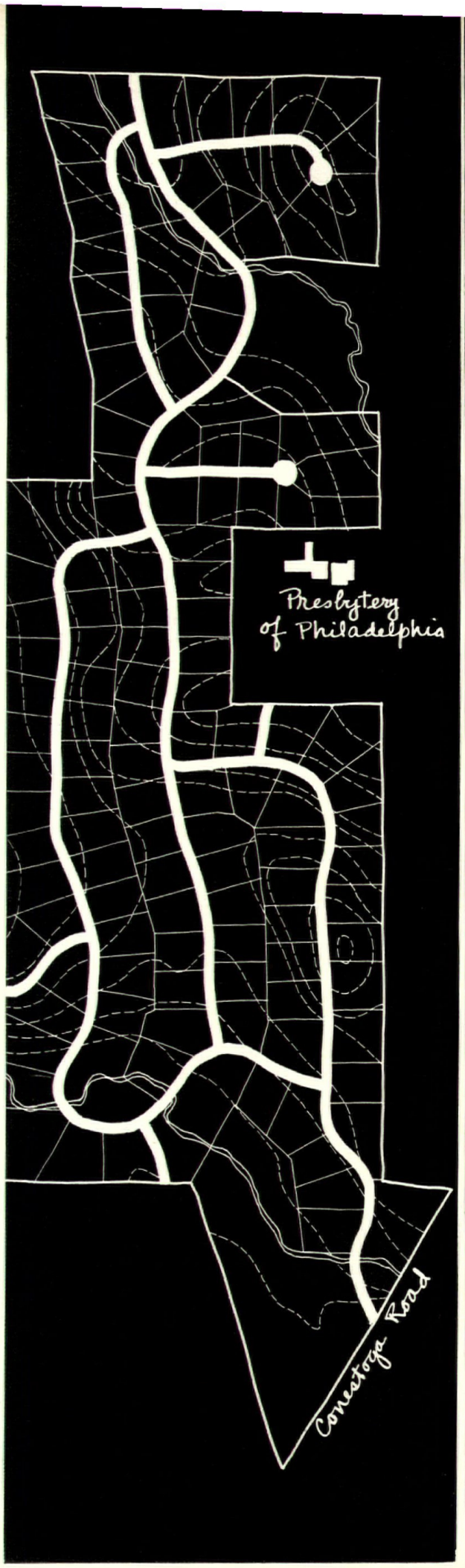
1. HE'S DEVELOPING A BIG, NEW LUXURY HOME

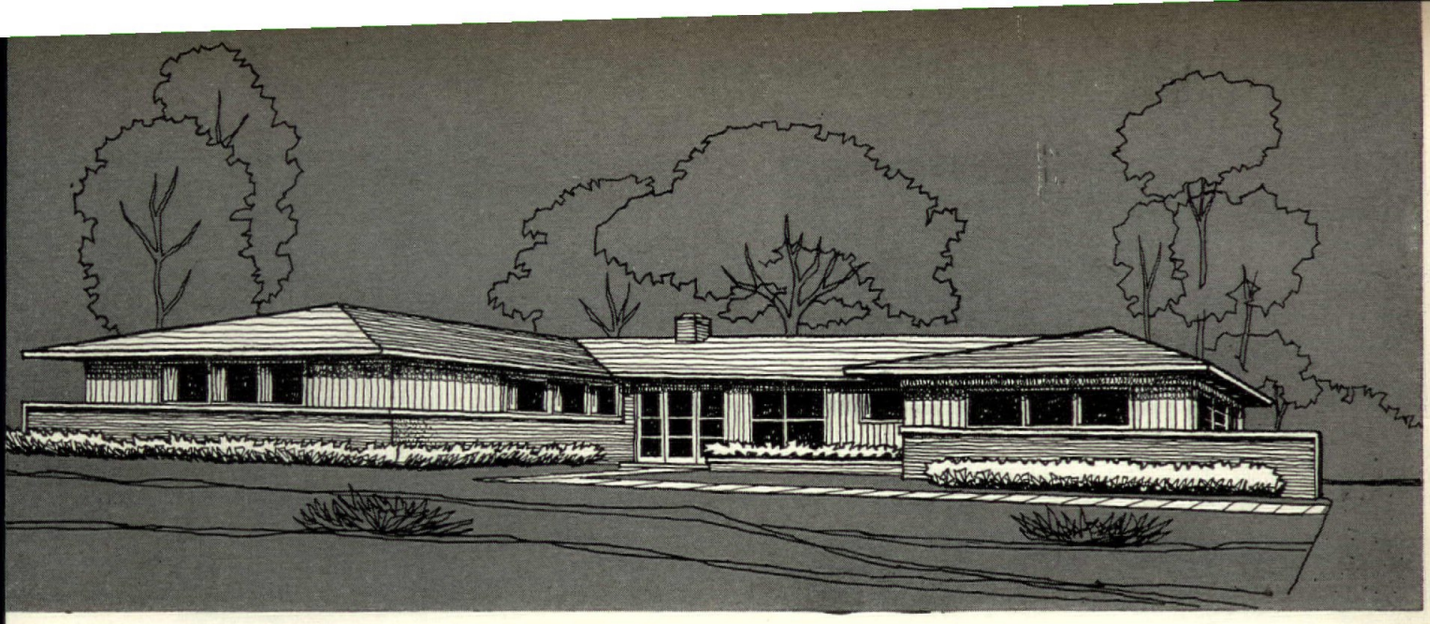


2. HE'S CHANGING HIS OLD KITCHEN LAYOUTS



3. AND HE HAS A NEW 1,600 SQ. FT. HOUSE





1. He's planning $40,000 houses for Philadelphia's Main Line

On 150 acres of rolling Pennsylvania countryside, in the heart of Philadelphia's swank Main Line, Bill Levitt is getting ready to build 127 luxury houses to sell at bargain prices.

Each house will have at least 2,500 sq. ft. of living space, including five bedrooms and four baths; each will be placed on an acre of beautiful land (see site plan at left); and each house will be different from its neighbor.

Despite all this, the houses will sell for only $40,000—about $20,000 less than the nearest equivalent along the Main Line. How does Levitt do it?

Biggest factor in keeping his price down is that Levitt will be using the purchasing power, organization and know-how that has built 3,000-odd houses a year. He'll precut the framing package for his big houses and move it by truck loads to the site in the same way he does his small houses.

Why build a $40,000 house?

Levitt is building these luxury houses for two reasons: 1) it's the type of market he sold to before World War II, and 2) it's a job that will provide a little more activity between the end of Levittown, Pa. (which he is winding up now) and the beginning of Levittown, N.J.

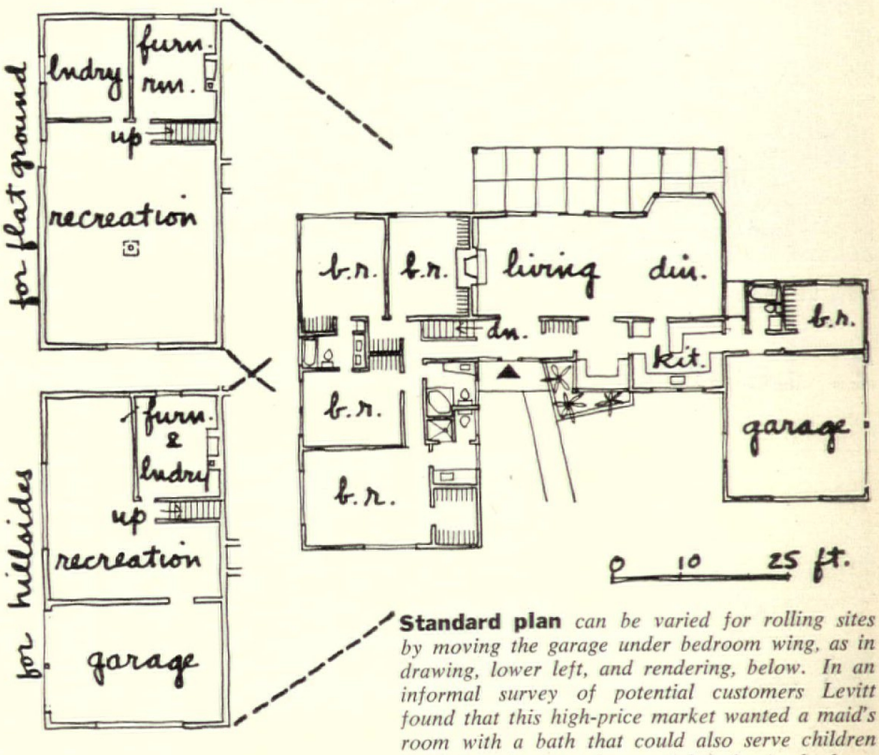
A standard plan for a custom market

The houses will all be built from one standard plan. Yet to meet Levitt's new custom market they'll all look different. To get 127 variations out of one plan, Levitt will move elements of the plan into multi-level arrangements, lower right, on rolling ground and use the one-story house pictured above on level ground only.

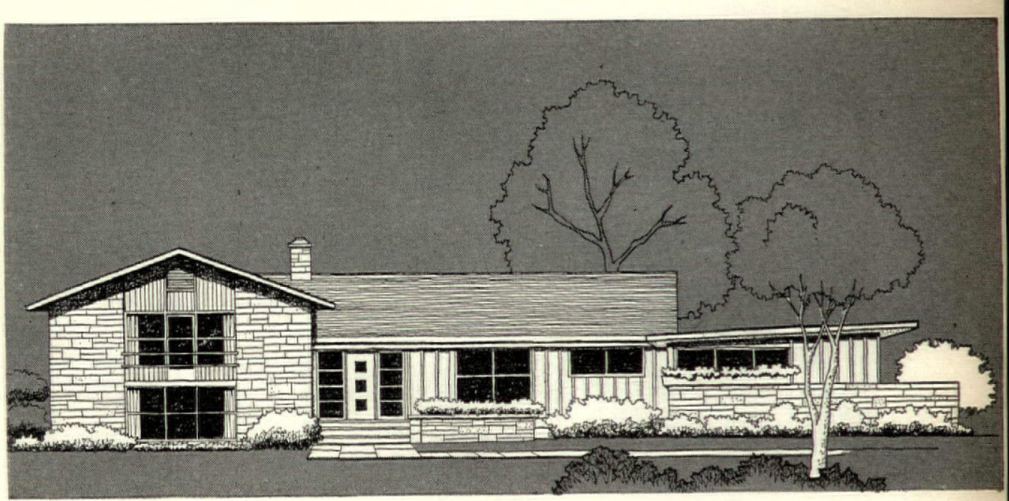
Brick, shakes, stone and vertical siding will be used in varying combinations so planned to the site that no neighboring houses will look alike. A decorating allowance and a choice of half a dozen different decorating schemes for kitchen and bath are included.

Two furnaces for better zone control

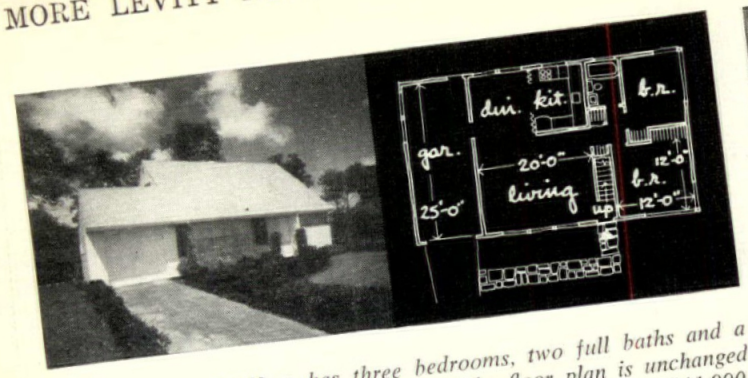
Instead of one big furnace and air conditioner for the house Levitt will use two furnaces and air conditioners to get more positive zoning between living and sleeping areas. Levitt finds that there is very little difference in price between his two-unit system and a one-unit sytem. The two-unit system will operate more efficiently than one system, his engineers believe.



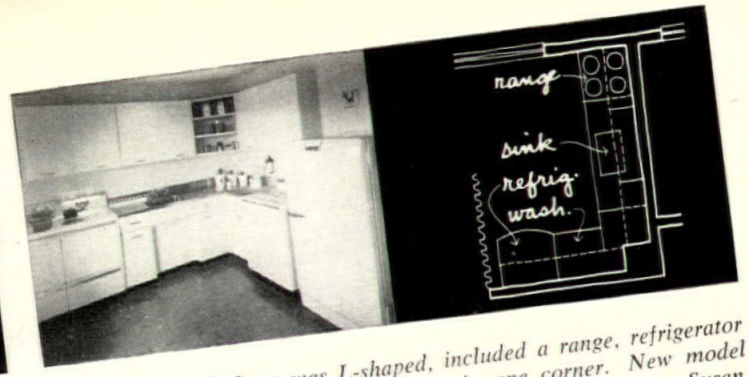
Standard plan *can be varied for rolling sites by moving the garage under bedroom wing, as in drawing, lower left, and rendering, below. In an informal survey of potential customers Levitt found that this high-price market wanted a maid's room with a bath that could also serve children coming in from outdoors. A laundry in the basement and a lower-level recreation room were also requested by typical buyers. Breakfast area serves as snack room and bar for evening parties.*



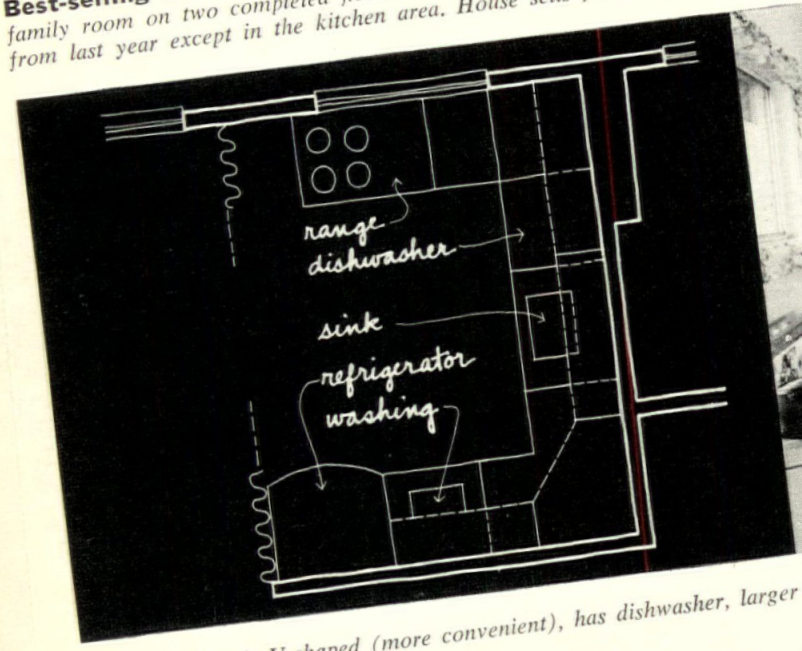
more on Levitt ⟶



Best-selling Jubilee *has three bedrooms, two full baths and a family room on two completed floors. The floor plan is unchanged from last year except in the kitchen area. House sells for $11,990.*

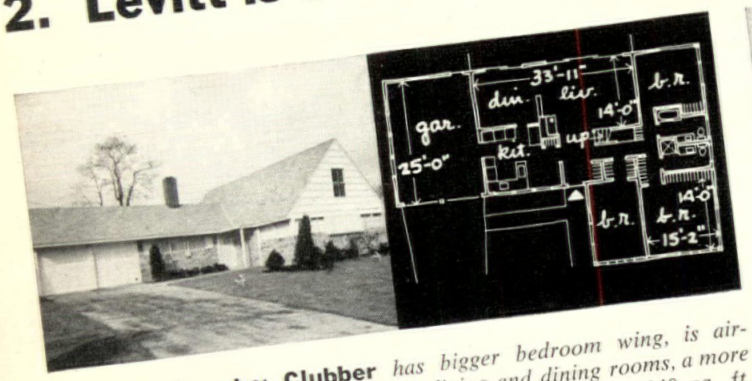


Last year's kitchen *was L-shaped, included a range, refrigerator and clothes washer. Heating unit was in one corner. New model puts heater in hall closet, making room in kitchen for Lazy Susan.*

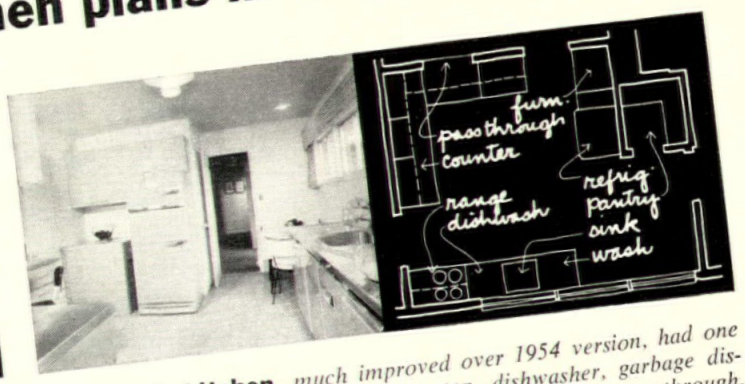


New kitchen *is U-shaped (more convenient), has dishwasher, larger refrigerator, chopping block, more cabinets and counter space.*

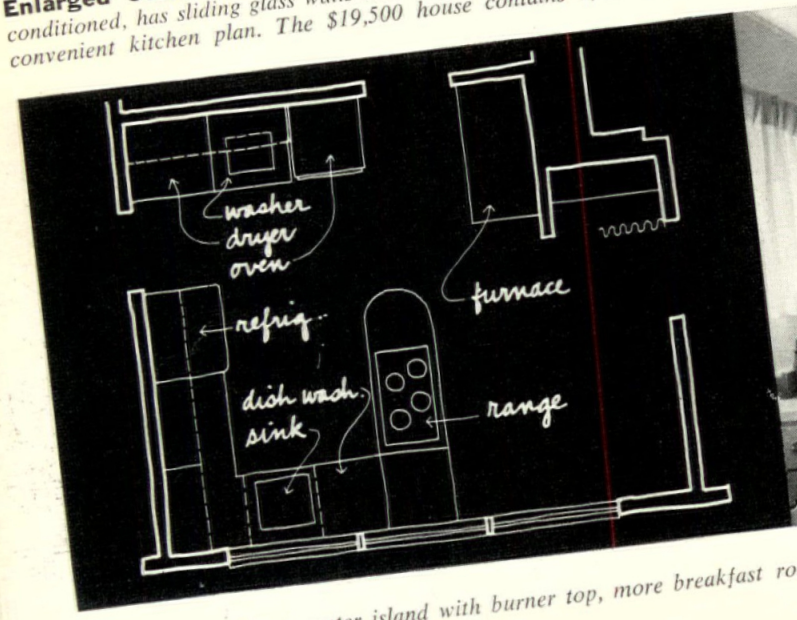
2. Levitt is changing his kitchen plans in all his models

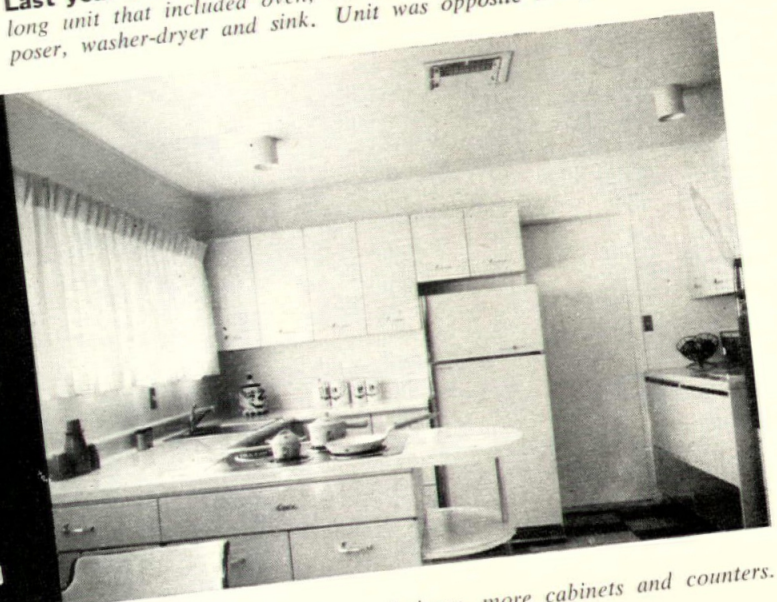


Enlarged Country Clubber *has bigger bedroom wing, is air-conditioned, has sliding glass walls in living and dining rooms, a more convenient kitchen plan. The $19,500 house contains 1,640 sq. ft.*

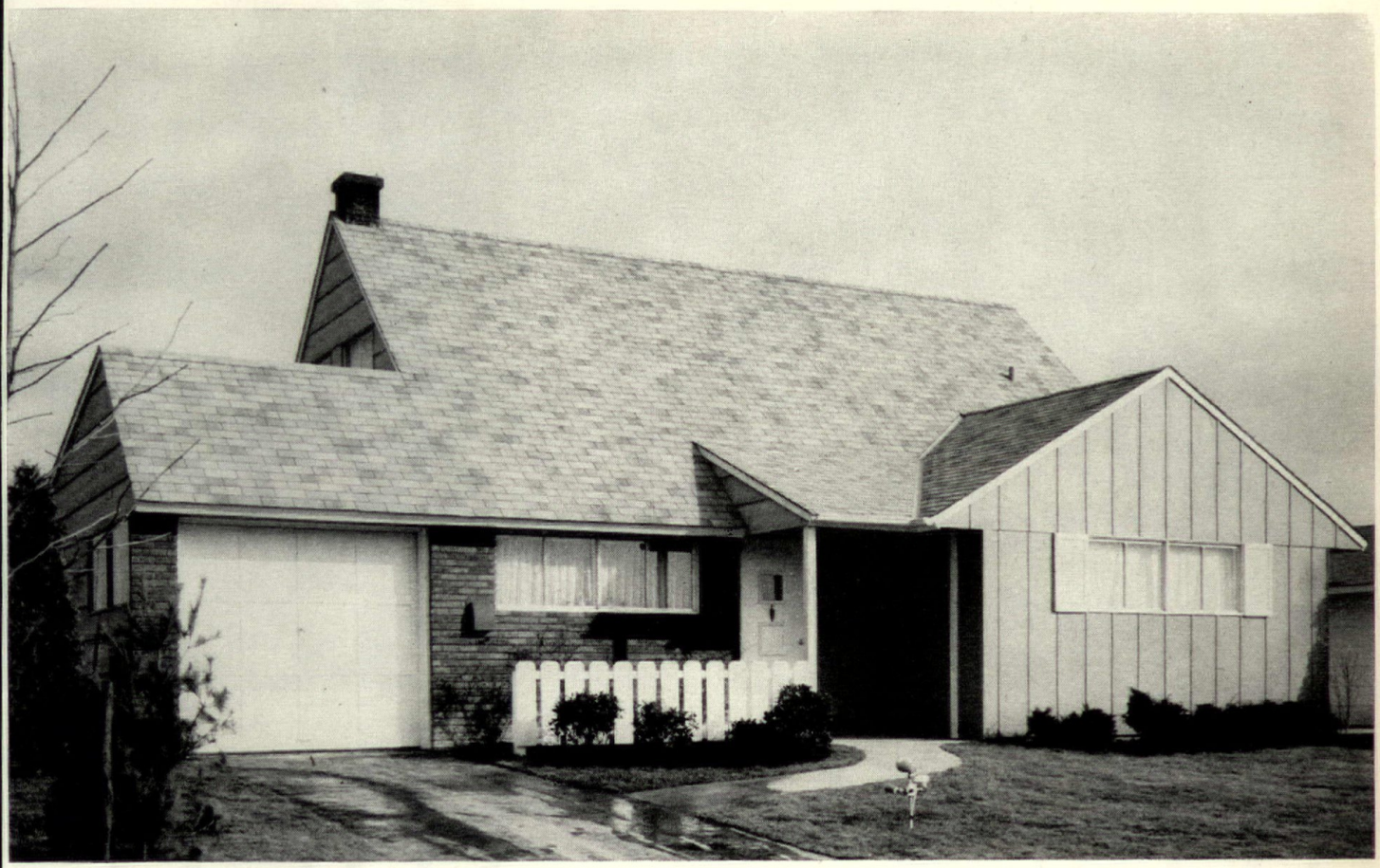


Last year's kitchen, *much improved over 1954 version, had one long unit that included oven, burner top, dishwasher, garbage disposer, washer-dryer and sink. Unit was opposite the pass-through.*



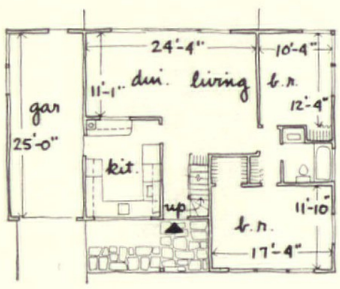


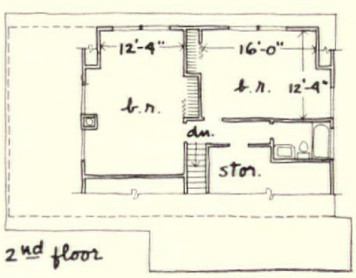
New kitchen *has a center island with burner top, more breakfast room space, separate washer and dryer, more cabinets and counters.*



The Pennsylvanian, *Levitt's new model for 1957 will sell for $14,500. Upstairs has rear dormer running almost the full length of house.*

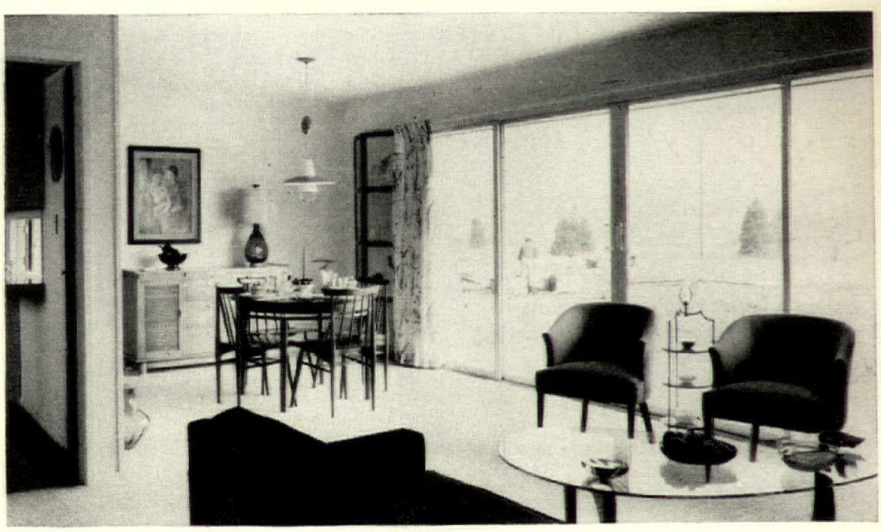
3. and he's coming out with a brand new 1,600 sq ft house





Two-story plan *has four bedrooms, two baths (one of which doubles as powder room). Complete kitchen is part of the package: Appliances are arranged in U-shape for easiest meal preparation. New, Levitt-designed kitchen sinks have drains in one corner, so trap and disposal unit don't take up valuable storage space beneath, and garbage can be disposed of even when dishes are stacked in sink. A pass-through connects kitchen and dining area. Space under pass-through holds heating unit.*

Levitt's windows *have changed: his picture windows—once made up of small lights (see above)—have been replaced by double-glazed sliding glass walls, as in the new Pennsylvanian's living room at right. (He's changed them in the Country Clubber, too.) And his bedroom window height has gone up from 2'-2" to 2'-8", which brings sill down to 4' above floor. Result: single piece of drywall will fit under the sill without a need of taped joints.*



Living-dining area *is 24 x 11' wide. Sliding windows are set under continuous header.*

Robert H. Johnson

ROUND TABLE

THE PANEL

Technical adviser

JAMES LENDRUM, director
Small Homes Council, University of Ill.

For the American Standards Assn.

F. C. FROST,
Civil engineer

For the Customers

American Institute of Architects

L. MORGAN YOST, Chairman
Home Building Industry Committee

National Association of Home Builders

RICHARD HUDSON, chairman
Research Institute

RALPH JOHNSON,
Technical director

BRUCE BLIETZ
Producers' Council Committee

ERNEST ZERBLE, chairman
Small Builders Committee

WILLIAM WEIST
Place Homes, Inc.

National Retail Lumber Dealers Assn.

CLARENCE THOMPSON, chairman
Lumber Dealers Research Council

RAYMOND HARRELL,
Technical director

Prefabricated Home Manufacturers' Institute

RICHARD POLLMAN, chairman
Design Committee

LEONARD HAEGER, technical director
Levitt & Sons, Inc.

For the Manufacturers:

Associations

WILLIAM GILLETT, past president
Producers' Council, Inc.

JOHN HAYNES, managing director
Producers' Council, Inc.

RUSSELL SMITH, technical assistant
Producers' Council, Inc.

JOHN P. JANSSON, executive vice president
Aluminum Window Manufacturers Assn.

O. C. LANCE, general manager
National Woodwork Manufacturers Assn.

J. E. NOLAN,
National Woodwork Manufacturers Assn.

ROBERT H. MORRIS, general manager
Ponderosa Pine Woodwork Assn.

L. GROVER KLEE, executive secretary
Weatherstrip Research Institute

Window Manufacturers

EARL SWANSON, vice president
Andersen Corp

WILLIAM POTTER, vice president
Armac Window Corp.

WAYNE NORMAN, vice president and treasurer
Carr, Adams & Collier, Inc.

JAMES GILL, product division manager
Carr, Adams & Collier, Inc.

J. H. FIELD, manager commodity products
Ceco Steel Products Corp.

H. E. MACHAMER, director of research
Ceco Steel Products Corp.

I. H. RAMSEY, vice president and
general sales manager
Curtis Companies, Inc.

CLYDE KELLY, chief engineer
Fenestra, Inc.

DONALD SCHULTZ, general manager
Fabrow Manufacturing Co.

T. Y. SMITH, president
Fleet of America, Inc.

ERNEST S. SABO,
General Bronze Co.

FRANK GARRATT, president
Hope's Windows, Inc.

R. F. ZANG, president
Kewanee Manufacturing Co.

S. G. KUSWORM, JR.
Miami Window Corp.

A. L. MUNSELL, manager of sales
Republic Steel Corp., Truscon Div.

A. C. HEIMERDINGER,
Republic Steel Corp., Truscon Div.

WILLIAM TUCKER, president
F. C. Russell Co.

ARTHUR KIEHL, director of engineering
F. C. Russell Co.

Basic Materials Producers

LAWRENCE DUNN,
Aluminum Company of America

ROBERT L. PETERSON,
Kaiser Aluminum & Chemical Sales, Inc.

OTTO WENZLER, manager, technical service dept.
Libby-Owens-Ford Glass Co.

ROGER SPENCER, manager Twindow sales
Pittsburgh Plate Glass Co.

LYON D. EVANS, technical director
Reynolds Metals Co.

MILTON MALE, project manager
Market Development Div.
US Steel Corp.

T. LINCOLN O'GARA, vice president
Weyerhaeuser Sales Corp.

Moderator

P. I. PRENTICE, editor and publisher
House & Home

Second window Round Table speeds action on sizes architects and builders want

Meeting clears up many misunderstandings between customers and manufacturers, paves way for ASA 62 to draw up new American Standards

Unlike all previous Round Tables, this group made no attempt to formalize any precise agreements. Instead, customers and suppliers devoted two full days to a frank and free discussion of each other's requirements, in the hope that once everybody understood all the problems the right answers would be relatively easy to find.

The customer's hardest job was making the suppliers understand why it is so important that windows be dimensioned to fit between studs *16" on centers* instead of *16" apart*. The supplier's No. 1 job was explaining the importance of modular increments in window heights.

Everybody agreed at the start that for builders' houses windows should standardize on fewer sizes that will fit today's house better. And at the end everybody agreed to ask the American Standards Association A62 committee to translate the principles and understandings agreed to at the meeting into workable industry standards.

continued on next page

HERE ARE THE FIRST TANGIBLE RESULTS:

Within hours after this Round Table adjourned, at least one major US manufacturer has decided to introduce a new line of windows designed to fit into a 48" o.c. rough opening:

FENESTRA INC. (formerly Detroit Steel Products Co.) put its designers to work, developed a set of three steel casements (with or without integral steel surrounds) which will fit perfectly into the rough openings proposed by the architects and builders at the Round Table. Moreover, the window *with* the steel surround can be nailed onto the face of the house from the outside (see details on next page).

Said Round Table Member (and Fenestra Vice President) William Gillett: "We'll place inventories of these new windows in our warehouses just as quickly as orders are received from home builders . . . we sincerely hope the new windows will be so popular that we can materially reduce many present types and sizes to achieve added economies in manufacture and distribution."

Fenestra was not alone in taking immediate action: here are some comments from other manufacturers who believed that the Round Table showed the way toward dimensional coordination in this field:

ARMAC WINDOW CORP.: *"Yes, we are planning to make changes."*

FLEET OF AMERICA: *"If this is what they (the builders) want we are going to give it to them."*

FABROW MFG. CO.: *"We are working with Thyer Mfg. Co. on their new line of prefabs and are changing all their windows to the 48" module."*

CARR, ADAMS & COLLIER: *"We are bringing out a new line of double-hung windows for the Chicago Home Show (see page 172) and there will be a unit made to fit the 48" o.c. stud spacing . . . We are also considering another new line that will assume 48" as the only rough opening, or maybe one of only two or three."*

MIAMI WINDOW CORP.: *"We put a full modular line into production two years ago . . . these windows fit perfectly between 48" o.c. studs. . . . Since we introduced the line, our sales have increased tremendously."*

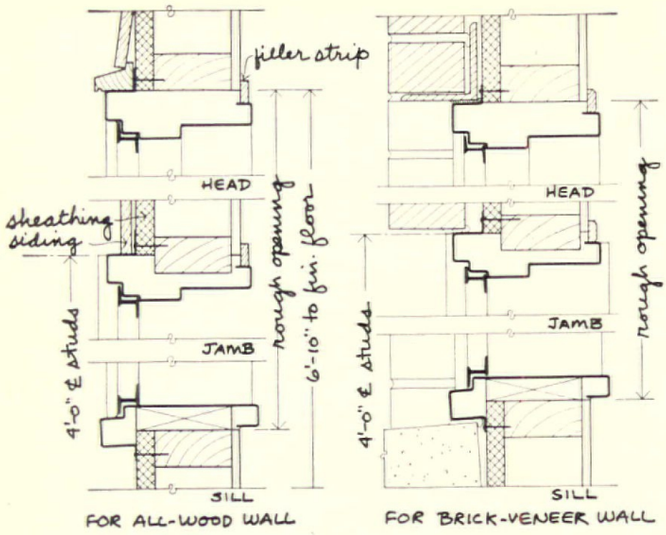
CURTIS COMPANIES: *"The windows we make are close to the standards that the Round Table talked about."*

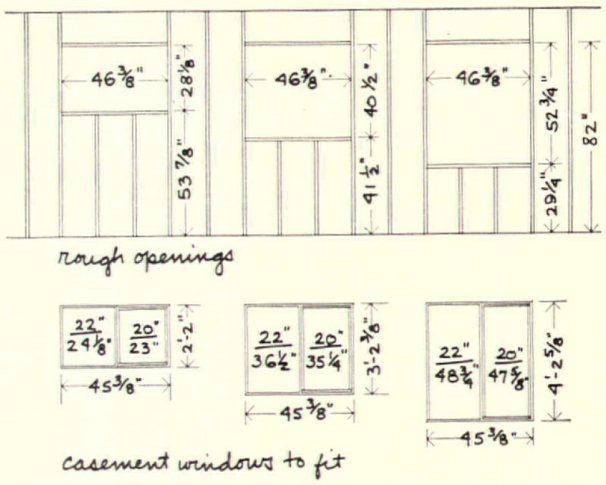
ANDERSEN CORP.: *"High on our agenda is a discussion of the Round Table on windows."*

REYNOLDS METALS: *"We are very definitely going ahead in this area during 1957."*

ALCOA: *"We're interested in standardization because it makes fundamental good sense."*

LIBBY OWENS FORD: *"We are very happy indeed to see these efforts toward standardization, since it is bound to lead to lower costs in home building."*





Fenestra's Round Table inspired windows *will come in three sizes to fit into rough openings between 48" o.c. studs and to line up with door heads. Units will be available with or without integral steel trim:* with *trim (above) casements can be nailed directly to face of sheathing:* without *trim, they can be fitted into openings by adding wood trim, blocking.* *(See also page 159)*

(continued from p. 159)

And the customers said they were sure the market for the sizes they want is so enormous that many manufacturers will be quick to supply them.

As long as so many sizes are made, builders will buy whatever is catalogued and stocked, but these scattered sales do not prove a real need. The customers assured the manufacturers that only a few sizes are needed to meet most of the needs of houses that are not custom designed. These few sizes would also be used in many custom houses.

The customers said the one best way to dry up the demand for odd sizes is to price them a little higher and price the sizes that are really needed a little lower.

The customers also hoped that some manufacturers will soon go one step further and offer windows factory-integrated with the structure.

Almost the whole first day was spent arguing over window widths.

On height the customers were satisfied to explain their needs and let the suppliers figure out how best to meet them. But on width the customers knew exactly what they wanted down to the precise fraction of an inch.

But on width the customers knew exactly what they wanted down to the precise fraction of an inch

1. *The customers want windows whose over-all width will fit the 4" module on which all other important wall components have already standardized (the 4" and 8" module of masonry openings, the 2' and 4' width of dry wall and sheathing, etc.).* This module falls on the center line of studs 16" o.c.

but

2. *The customers want windows so designed that any part recessed between the studs will fit the opening (30 3/8", 46 3/8", 62 3/8", etc.) between studs 16" o.c. without moving the stud off its modular position.* The builders explained that if the stud is moved FHA and the codes often require an extra stud; that if the stud is moved many other components previously coordinated with 16" o.c. stud spacing will no longer fit. (For example, the nail holes in asbestos siding, the rabbet of the new 48" wide batt insulation.)

and

3. *The customers also want windows that can be fastened to the face of the studs, thereby obviating all the blocking and shimming required to fasten the windows to the sides of the studs.* (For more news of front nailing windows see page 170).

The manufactuers tried for two days to explain their difficulties in meeting the customers' requirements. They gave these five reasons:

1. For ten years they have been trying to standardize both widths and heights on even multiples of 4".
2. They want to stock and sell the same standard size for both frame and masonry openings.
3. A window whose recess is narrower than its face would cost more, and builders are notorious for buying windows on pirce, i.e., they buy the window that costs least fob rather than the window that costs least installed.
4. Some builders had told them that moving a stud 7/8"

continued on p. 186

LIFE: David E. Scherman.

TREES

J. C. Nichols Co. shows how you can sell more houses tomorrow by planting trees around the houses you are building today

New street in 1949 *had bare look typical of many just-completed builder's projects. But Kansas City builder J. C. Nichols' policy since 1907 has been to plant trees (selected for fast growth and good fall coloring) on every site where native growth was missing. Plantings are made in front and rear. When this photo was taken all the trees you see here had been growing for six months to one year, but much of the shrubbery along the house foundations was newly planted.*

Seven years later, *the same street has become a leafy woodland, and the neighborhood has taken on the look of a long-established community. This gives Nichols dramatic evidence to show his 1957 prospects how this year's houses will look in 1964 when today's young trees have had a chance to grow. A close look at the photo enables you to spot individual trees seen in the 1949 picture. Houses are now almost completely hidden by the foliage in this long angle view down the street.*

MORE ON TREES ⟶

Sol Studna

In 1942, *just 14 years ago, this typical J. C. Nichols street was just opening up. Native trees were few and scattered, but Nichols' planted at least three trees on each lot (five on larger sites). Budget for trees averaged $40-$100 per homesite.*

By 1949, *trees had begun to mature, the neighborhood took on an established look. Older, native trees can still be picked out, rising above the fast-growing younger growth. Evergreen planting and stone wall on boulevard are now a mass of green.*

In 1956 *trees have reached top growth, providing both summer shade and autumn color. Homebuyers, en route to Nichols' 1957 houses, pass many older neighborhoods, become convinced today's saplings will help make a fine neighborhood.*

How to pick the right tree for the job

You don't have to be bound by a limited choice of trees.

The Nichols Co. raises more than 100 different varieties in their private nursery—some for shade, for color, for fast growth, for flowering. Any selection, though, should be made with the advice of a local landscape architect or nurseryman to make sure the tree is right for your soil, climate, or specific need.

For HOUSE & HOME, Landscape Architect George Hay prepared seven general groupings of trees suitable for subdivision planting.

Fast growth: Red maple, gray birch, white ash, ginkgo, green ash, honey locust, European larch, cucumber tree, pin oak, black locust, mountain ash, American linden, Chinese elm, pitch pine, red pine, white pine and Scots pine.

Street shade: Amur maple, sugar maple, Tatarian maple, hackberry, Washington thorn, cockspur thorn, English hawthorn, white ash, ginkgo, green ash, golden rain tree, sweet gum, bull bay, American linden, small-leaved linden, Chinese elm, and seven oak species: scarlet, Spanish, laurel, water, pin, black and live.

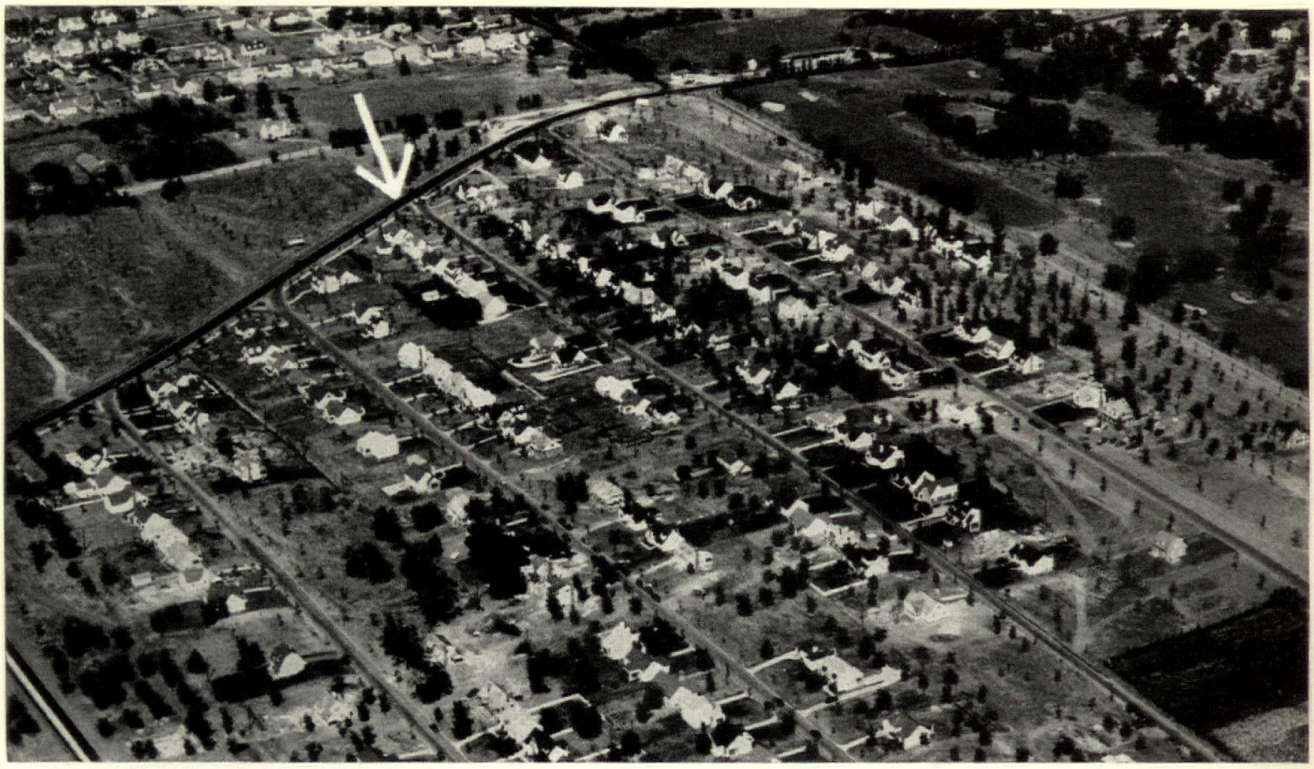
Flowering trees: Dogwood, Washington thorn, English hawthorn, honey locust, golden rain tree, tulip, cucumber, bull bay, sweet bay magnolia, beach plum, Japanese cherry, black locust and the flowering fruit trees.

Wet soil: Red maple, gray birch, hackberry, water ash, green ash, European larch, sweet gum, sweet bay magnolia, sour gum, swamp white oak, laurel oak, pin oak, American linden and hemlock.

Dry soil: Amur maple, Tatarian maple, gray birch, hackberry, cork tree, white oak, scarlet oak, live oak, black locust, pitch pine, white pine and Scots pine.

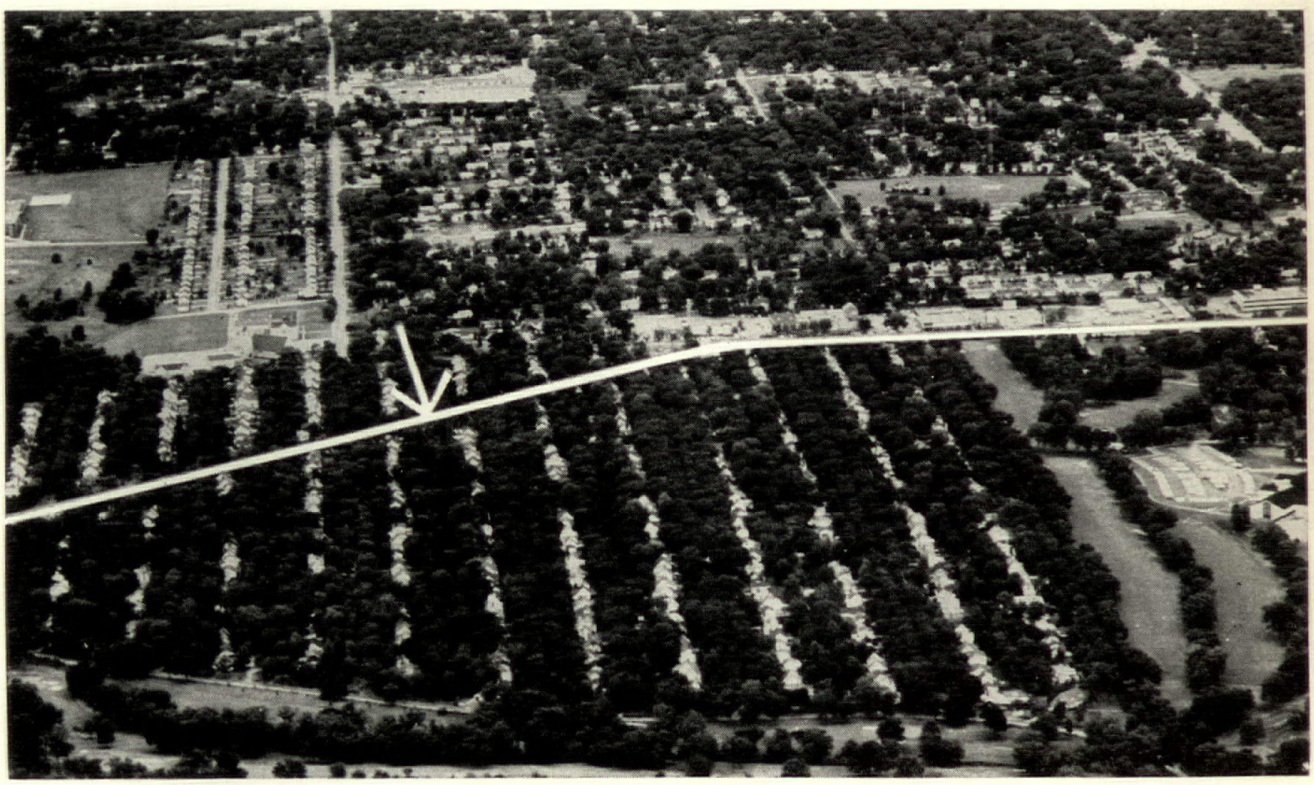
Seashore or coastal: Red maple, English hawthorn, honey locust, beach plum, laurel oak, live oak, sassafras, and pitch pine.

Disease and insect resistant: Russian olive, ginkgo, honey locust, Kentucky coffee tree, golden rain tree, sweet gum, cucumber tree, bull bay, sweet bay magnolia, sour gum (tupelo), sourwood (sorrel), and cork.



Air view *of J. C. Nichols' 1938 subdivision shows how a former polo field was planted with young trees. Trees were put in before construction started, but today the company prefers to plant its trees after houses are built to avoid damage caused by careless workmen or changes in house siting. The planting for an average house gives the owner one large balled-root tree, and two smaller bare-root trees. In the plan at least one of the smaller trees is of some flowering variety.*

"To create future value, we must create future beauty"



Same view in 1956 *shows how overbranching trees almost completely hide the houses. Highway 50 (slashing diagonally across the area in the picture above) has now disappeared. Only the ruler-straight street layout (typical of the 1930's) keeps the entire subdivision from looking like a virgin wooded tract. Today, Nichols does not limit his plantings to curbsides but staggers the trees in front yards of the houses and uses curvilinear streets to get an even more natural appearance./*END

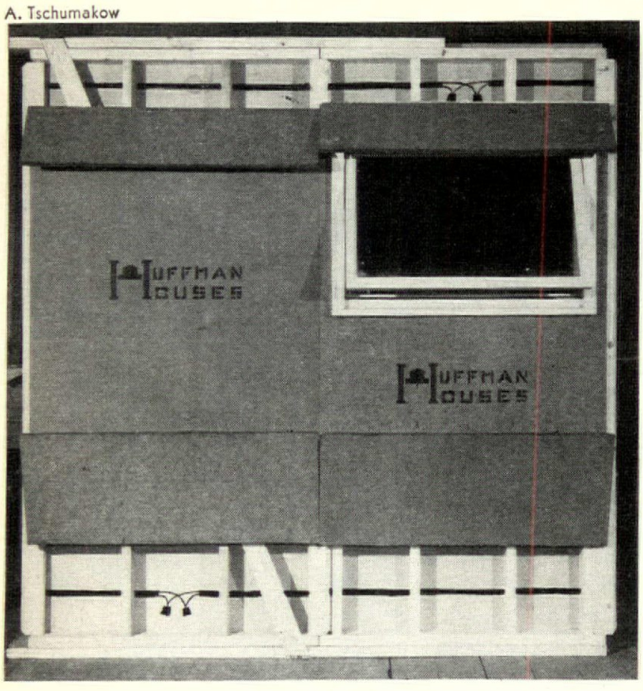
3 MORE NEW WAYS TO BUILD BETTER FOR LESS

70 Horizontal wall units save this firm 75% on its framing time

With conventional methods it formerly took Masterbilt Homes, Inc. (Jackson, Tenn.) 10 to 14 days to frame interior walls and apply gypsum to one side.

By using 4′ high nonload-bearing horizontal panels, preassembled and lifted in place (see photo, left), framing time for interior walls is reduced to about 2½ days. Masterbilt decided to try the horizontal panels in a number of their houses after seeing them at the Short Course of the Small Homes Council in Urbana last January. According to Allen H. Hight Jr., of Masterbilt, so much time has been saved by the new method that Masterbilt is now planning to prewire the panels, or at least to drill them for wiring and plumbing, so the subcontractors can keep up with the house builder.

A. Tschumakow



71 Taped panels make inspection easy

Too often finishing the inside of a house is delayed until after the electrical inspection.

To avoid this delay, Builder Chester A. Huffman, of Elkhart, Ind., simply tapes a panel of the sheathing in place. The inspector has merely to lift it to inspect the wall wiring. Meanwhile, Huffman's crew can go right ahead and finish the inside of the house.

After the inspection, the panel is nailed in place.

Henry M. Barr

72 Mallet and stapler speed sheathing

According to L. F. Merrick, president of the Merrick Realty Co., Fairview Park, Ohio, using a mallet and stapler to apply sheathing is four to five times faster than ordinary nailing.

The photo above shows ½″ sheathing being laid over roof rafters. Stud wall sheathing can be applied either before or after the walls are tilted into place.

FHA has approved this system for use anywhere.

THINGS TO COME

New ideas in the lab today may be in the house you build tomorrow

• In California, Architects Palmer & Krisel are testing home building's first structural steel wall.

• In New York, St. Regis Paper is working on an all-plastic kitchen. So is Kelvinator in Detroit.

• And in Pittsburgh, US Steel is running pilot lines of colored vinyl-coated steel for walls, counter surfaces and appliances.

Out of research like this is coming important new products and processes—some to be ready for market within a few months, others perhaps not for years.

For example, savings of at least $200 over conventional wood framing in a 1,200 sq. ft. house are already being claimed for Palmer & Krisel's new modular steel wall.

The unit will be a complete structural exterior wall panel, 5′4″ wide and 6′10″ high. It grew out of an idea for nail-on windows, but it is more than that. It can be faced with any siding and finished on the inside with drywall or hardboard. No posts, studs, headers or sills are required with it. The panels, which lock together, are weatherproof, flashed, work with trusses, open beams or plastered ceilings, and over wood floors or concrete slabs.

The architect-designers say the panels can: (1) form a full blank wall or accommodate (2) a 5′ sill height for bathroom windows, (3) a 3′6″ sill height for conventional windows, (4) full-length floor-to-ceiling windows, or (5) sliding glass or regular doors. Plans call for these sections to be delivered fully glazed and painted. Units with windows can be fixed-glass or horizontally louvered as desired.

Panels make planning flexible

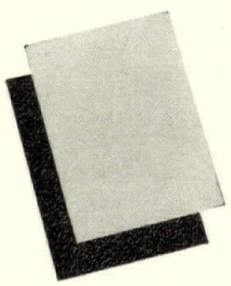
Palmer & Krisel point out that the panels "lend themselves to completely flexible floor planning and to various kinds of siding and finish materials. The only restriction on the architect is the module unit, which is a discipline most of them observe anyway."

The designers are now building model houses to test the steel panels and they will soon "work with a merchant builder in a final check of the technology and economics of actual erection."

If everything goes as planned, the wall sections may be in mass production late this year.

Another new idea for use of steel in houses is now in the late development stage at US Steel. It calls for coating steel sheets with liquid vinyl plastic to make bright, durable wall panels in an almost unlimited range of colors and textures.

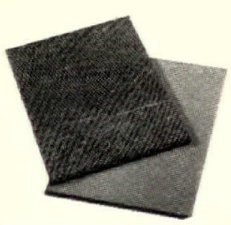
The steel is surface-treated to improve bonding qualities, and a special adhesive is applied to the top surface, then cured by heating. After air cooling, steel is coated with a thermo-responsive vinyl plastic and again heated to solidify the plastic. Before cooling, the vinyl coat is embossed with a texture or a design.



US Steel says the new panels will be unaffected by humidity and by many chemicals. They should deaden sound effectively. The new product may also be used for kitchen surfaces and as housing for major appliances. Pilot line production is now being tested.

Aluminum also adds a new look

Another new look for walls, both inside and out, is promised by a new wall panel to be made of procelainized aluminum foil laminated to hardboard. Alliance Ware says the new panels will be made in 24″ widths and lengths up to 12′. For exterior walls, a moisture barrier of .0035″ aluminum foil is laminated to the back of the panel. For interior applications the backing is omitted.



The panels will come in handsome pink, green, aqua, yellow, pearl and white, and Alliance claims it will be able to produce on special order any color or degree of reflectivity, from dull matte to high gloss.

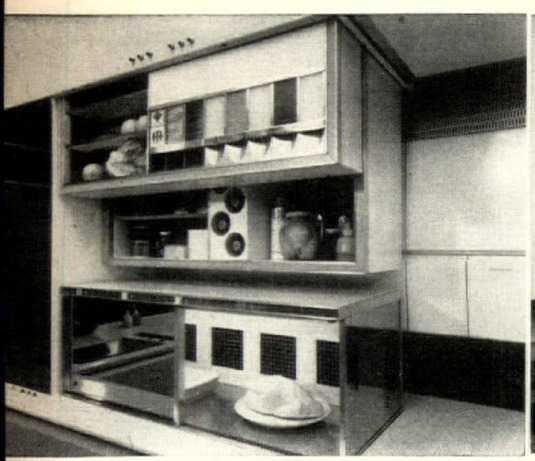
The panels can be attached to outside walls by extruded aluminum moldings fixed to furring strips on masonry walls. Use inside requires a mastic adhesive to hold the panels to the wall. Extruded aluminum moldings join the panels together. The panels can be sawed, drilled, sheared or nailed without visible damage or chipping.

Alliance's test show that color fastness, weathering qualities and acid resistance compare well with those of porcelainized steel, though scratch-resistance is somewhat less.

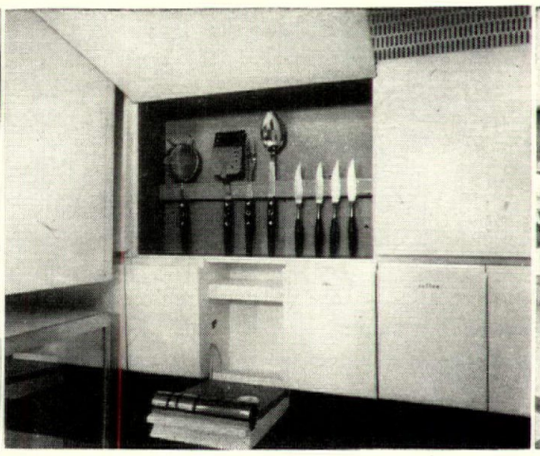
continued ⟶

Plastic kitchen *locates all its working units (except dishwasher) in ceiling-hung cabinets or base cabinets. The housewife lowers or raises them for use by merely pushing a button.*

Is this the kind of a kitchen you'll

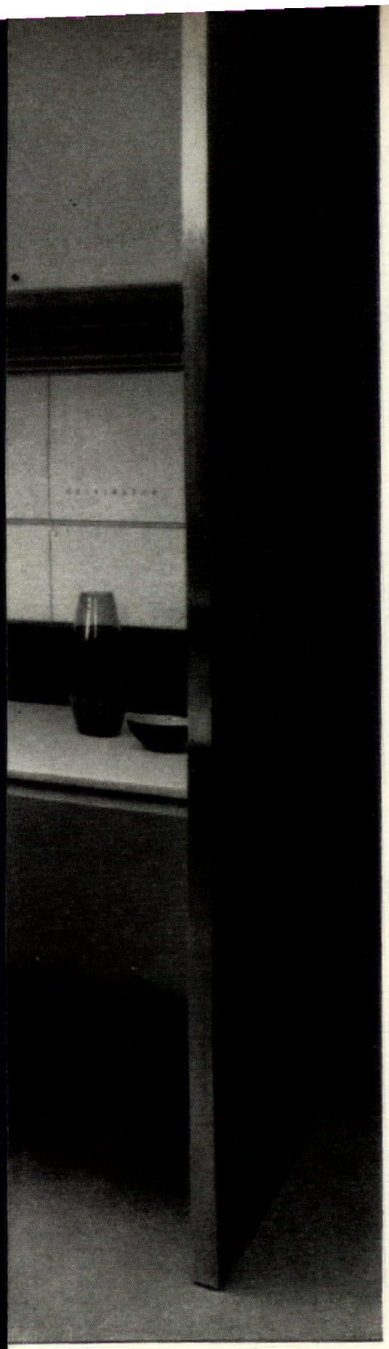


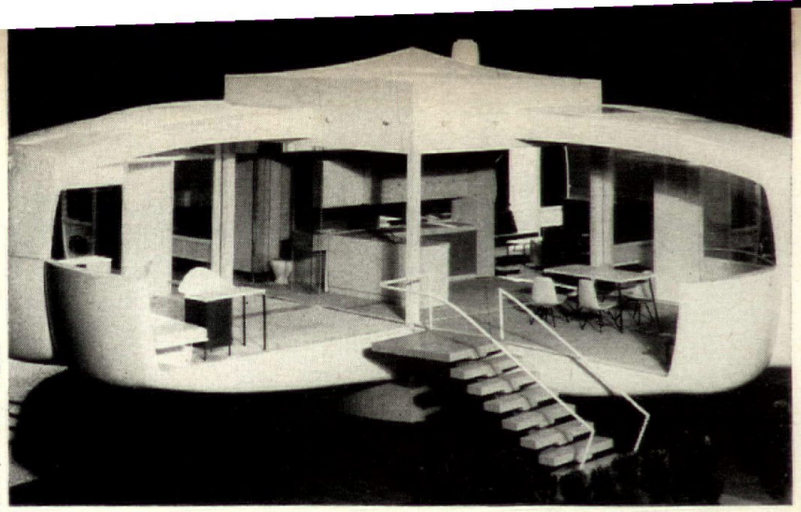
Refrigerator, *at top, recesses into wall cabinet. Heatless, microwave oven, below, drops down into counter.*



Shallow cupboards *and sideless drawers are located along the rear walls, make storage easy to get at.*

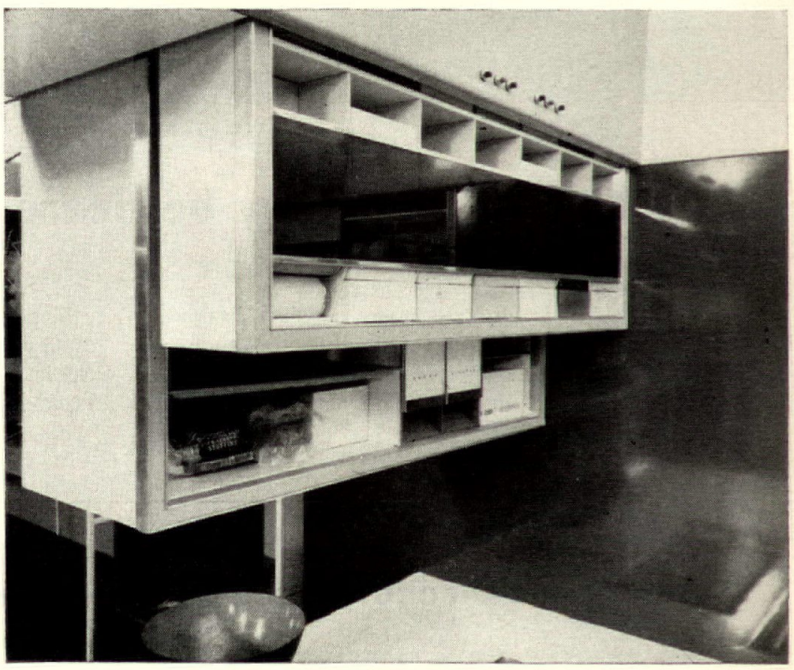
50° refrigerator *will keep irradiated foods for months, slides down over the knife cabinet at the left.*





Harvey Dresner Studio

Kitchen *will form the core of Monsanto's House of the Future. Model, above, with roof shells removed, shows how the dining (right), living areas (left) open from kitchen. The two bedroom wings extend to rear.*



Freezer *above the pass-through counter (below) slides down in two sections to make food at back of unit easy to get at. Each section of the freezer raises and lowers separately at the control of its own two sets of buttons.*

be building ten years from now?

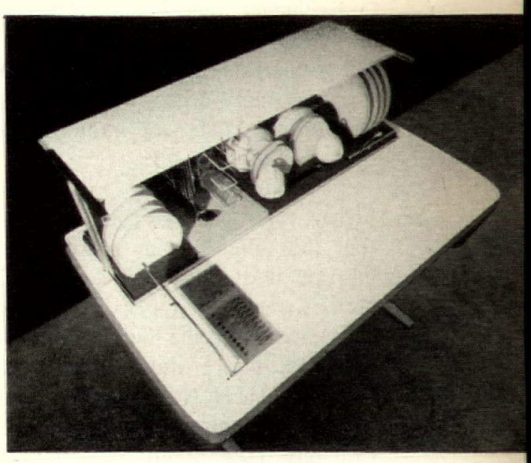
Monsanto and Kelvinator think it is.

The chemical company asked the appliance maker to design and build an all-plastic kitchen using today's most advanced ideas. The resulting full-scale kitchen you see on these pages will be displayed at the Merchandise Mart early this month and will later be built into the House of the Future at Disneyland.

Electronics and lightweight plastics create a kitchen which disappears at the touch of a button. The freezer and refrigerators rise into ceiling-hung cabinets; the oven drops into its base flush with the counter; the dishwasher hides in a unit that doubles as a desk and communications center. So the kitchen can be as much a part of the living room as the furniture.

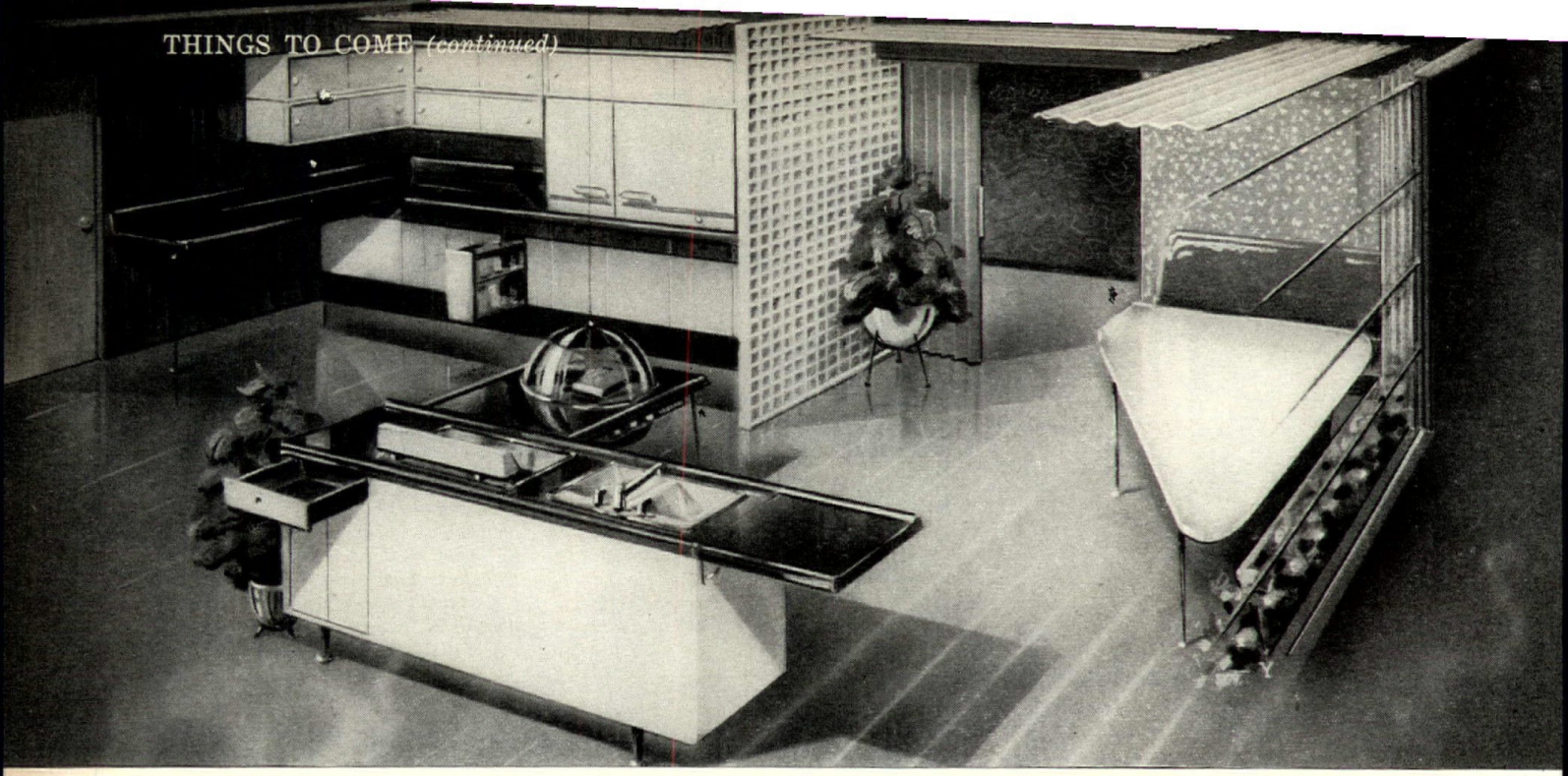
When the kitchen is a kitchen, dishes are washed almost soundlessly by the vibrations of high-frequency waves in the wash water. Heatless induction does the cooking inside the clear plastic oven. Odor and heat from counter-top cooking is drawn off by a venting and air-conditioning strip that runs along the rear wall under the suspended cabinets.

All this is possible today—but only at a price. By 1970 kitchens like this one may well be a mass-production reality.



Dishwasher *serves as desk and intercom (foreground), cleans with high frequency waves in wash water.*

continued



This kitchen may be nearer than you think

All-plastic kitchen, a full-scale model of which is now being readied, is a cooperative venture directed by the Panelyte Div. of St. Regis Paper Co. It even includes a plastic flooring lighted from underneath. Other features: cabinets with plastic drawers and shelves, sink of polyester plastic, a plastic refrigerator (Westinghouse), electronic range (Raytheon), polyethylene pipe, film (Chester Packaging Corp.).

More gas air-conditioners will be coming on the market soon

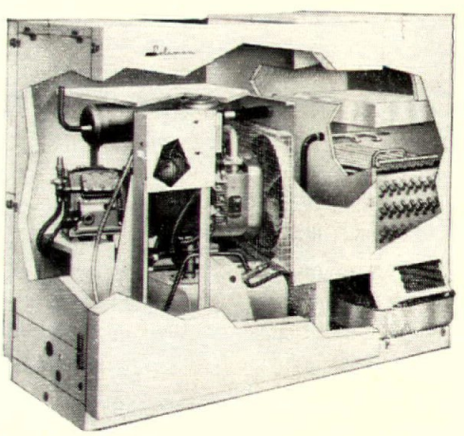
Makers of electric air-conditioners will soon find themselves in stiffer competition with gas-operated coolers.

Until this year, the electric units have had only one gas cooler (made by Servel) as competition. But now a number of makers are getting ready to enter the market with radically new kinds of gas coolers, including features like a gas motor (not gasoline) and jet systems.

Engineers report that the biggest advantage of the new gas coolers is their low operating costs. Just as cheap natural gas has sharply reduced home heating costs in many areas, the same gas used for summer air conditioning may cut monthly cooling bills as much as 25% to 50%.

Installation costs of gas equipment may at first run higher than electric cooling, however. The estimate is that the difference may amount to 10% to 25%, but gas-operated units will cost less later as production increases, their developers say. As evidence, they cite what happened with the Servel unit, which was recently redesigned into a smaller and less expensive year-round package (H&H New Products, June '56).

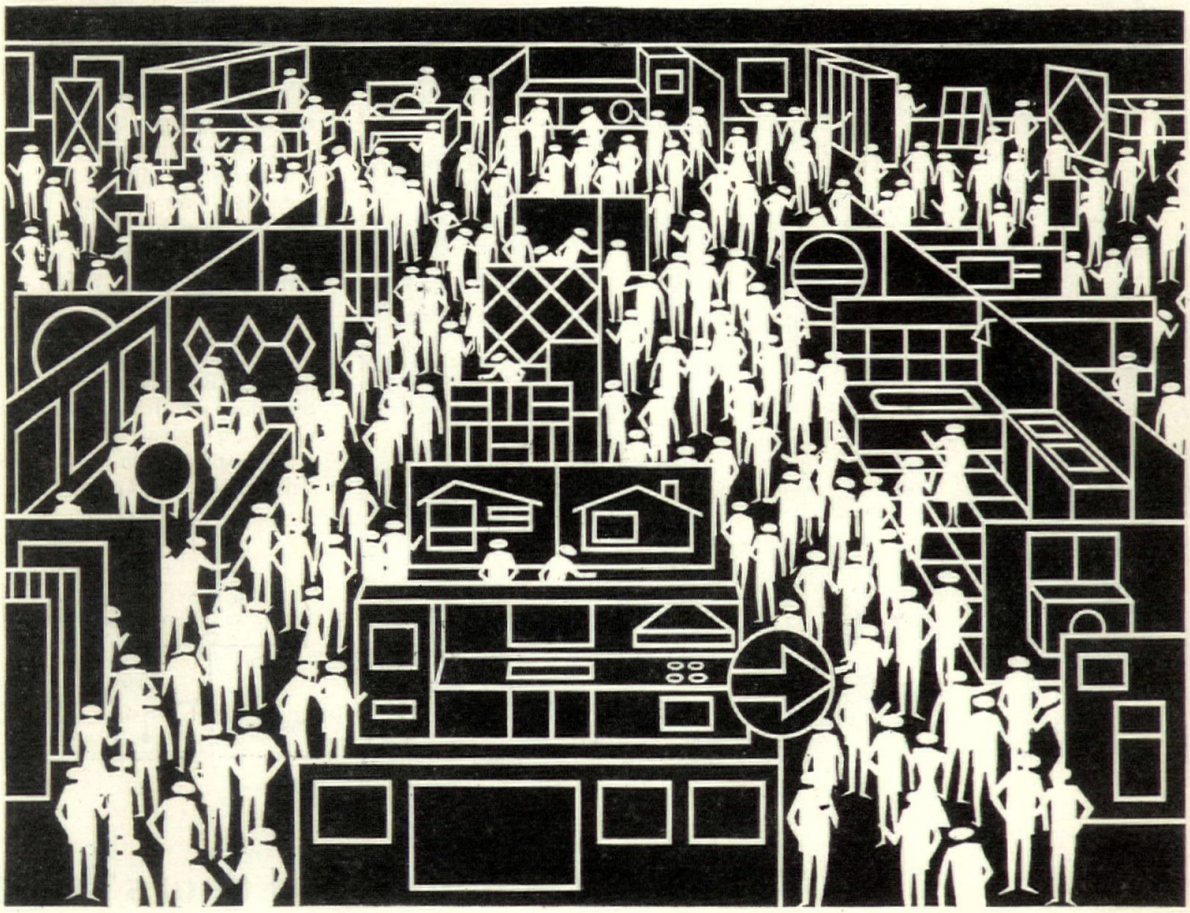
Firms planning to introduce the new gas units include Coleman (see photo at right) Rheem, Carrier, A. O. Smith and Ready Power Co. In addition, several smaller companies already are selling gas units on a limited distribution basis, chiefly in the Southwest.



This gas motor air conditioner *uses an internal combustion engine (natural or LP gas) instead of an electric motor to power a conventional refrigeration system. The test unit shown above (by Coleman) is equipped with a built-in water saver and has been under development since 1953.*

Some 300 models will be field tested in houses this summer with formal marketing planned for 1958. Coleman engineers say the unit should give 2,000 hours of continuous operation before minor servicing is needed (such as a spark plug change) and 10,000 hours without a major overhaul. This is equivalent to about seven years of operation in the deep South, up to 15 or more years in the North.

HOME SHOW:



The place to see the dozens and dozens of new products now coming on the market in time for your 1957 houses

You can take a good look right now at many of 1957's most significant new home building products.
- Some are just for new houses, others fit especially into modernization work.
- Some will help make houses easier to sell, others will help cut construction costs.

On the following pages HOUSE & HOME presents a broad sampling of new products, equipment and materials—all fresh from the production line. Here is a checklist of the show:

Kitchens: On page 176, new built-in equipment cleverly designed to look built-in, a new modular gas kitchen and two modular electric kitchens. (For more on the packaged kitchen, see H&H Sept. and Oct. '56). Also: four handsome display kitchens you can duplicate at once; an appliance center, new range hoods, cooking tops, refrigerators and ranges.

Bathrooms: On page 173, packaged floors and panels for showers and tub recesses, and a packaged bathroom-in-miniature. New plumbing equipment, bathroom heaters and ceiling diffusers.

Doors and windows: On page 170, new nail-on units, modular windows, plastic frames, folding doors of wood and steel, a packaged by-passing door unit.

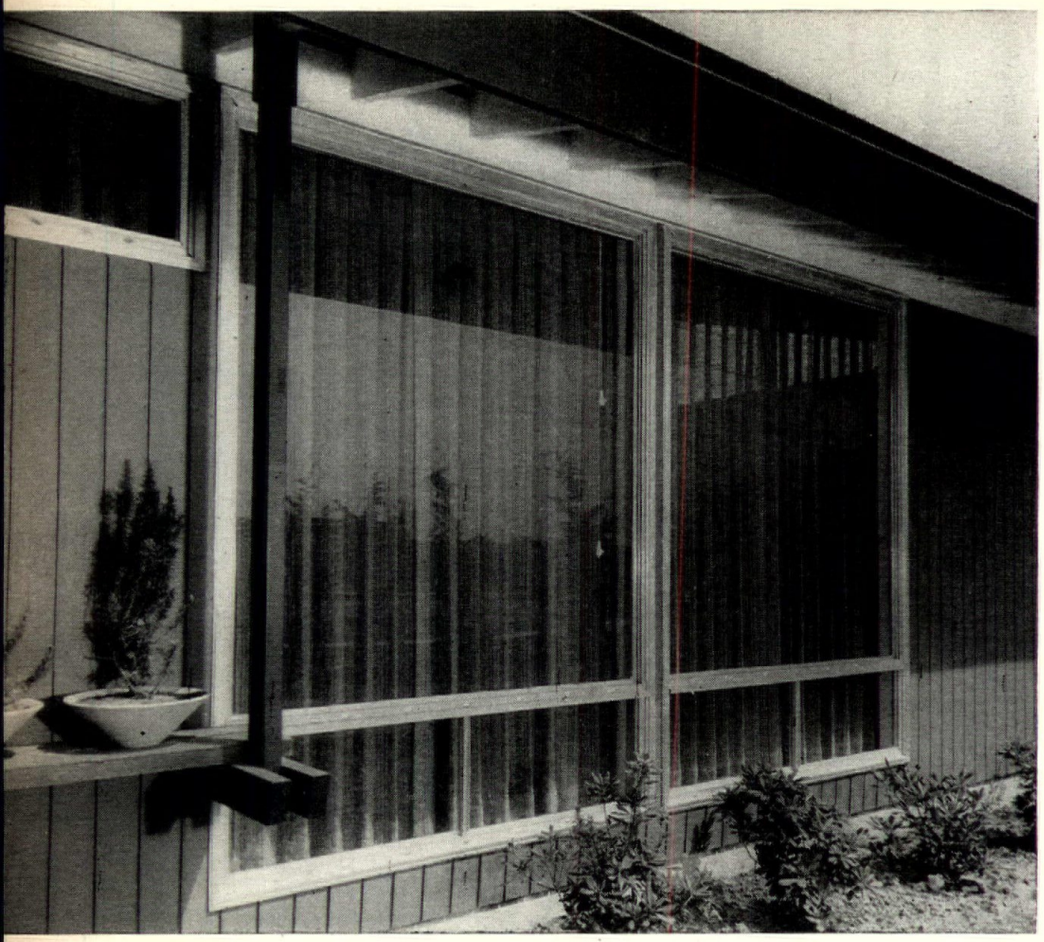
Air-Conditioners: On page 180, air-cooled units (others were reported in H&H in Sept. and Dec. '56), slimmed-down room models, attic coolers. (Other air-conditioning units were reviewed in H&H Oct. and Dec. '56.)

Easy-installation materials: On page 179 machine-made roofing tile, a 32′ gutter, and on page 202 bricks that nail on or clip together.

And you'll find much more: new designs for door knobs and locks, plank floors of vinyl, a king-size ceramic tile, permanently colored siding, new radio intercoms, and underground water sprinkler—to name a few.

To start the show ⟶

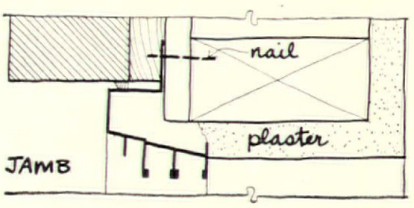
for further details check numbered coupon p. 270



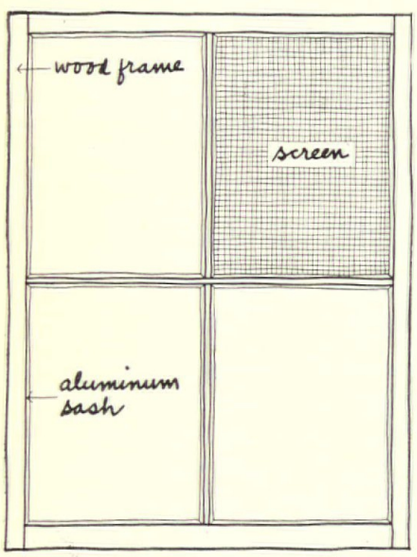
A. ALUMINUM SLIDING WINDOW shown here is designed for quick and easy installation. Instead of fitting the window within a rough frame or masonry opening and shimming to align it, this unit fits *outside* the opening. It need not be shimmed.

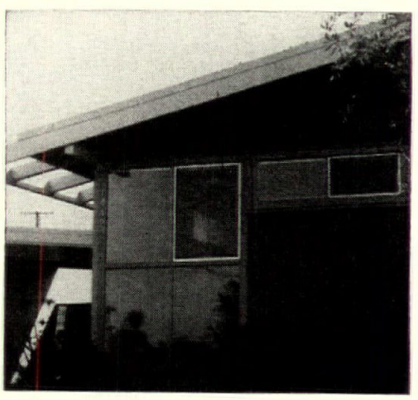
Pre-View Custom Glider, like the other units shown on these two pages, fastens to the building with nails (or screws) through its outer flanges.

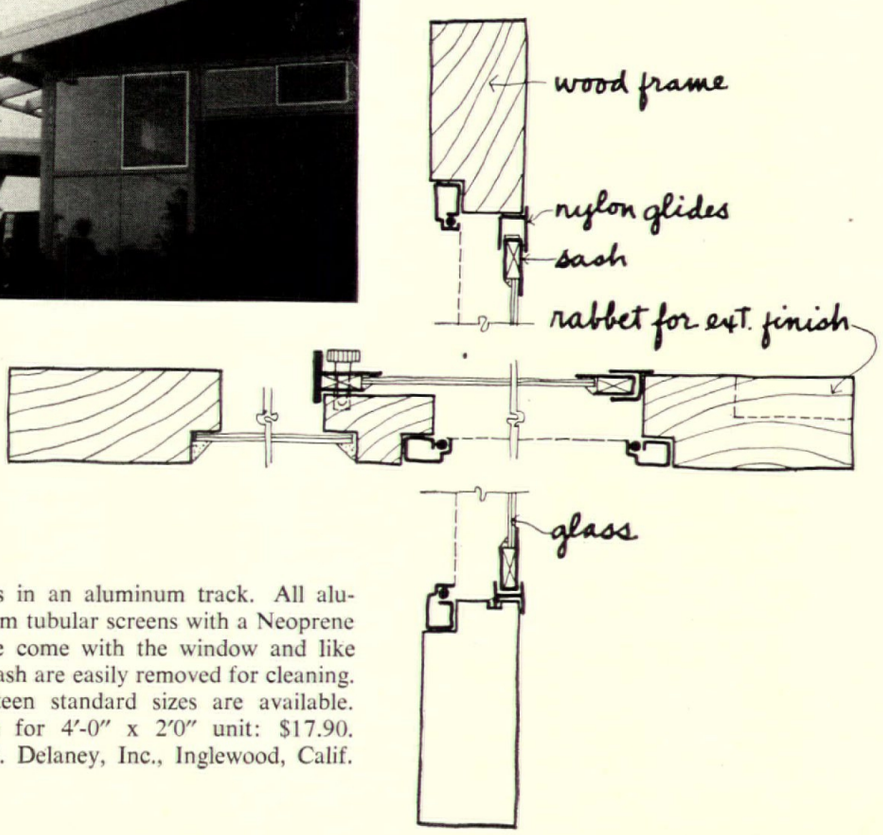
Pre-View window panels slide on a self-lubricating zinc track, can be lifted out entirely for cleaning. There is stainless steel weatherstripping at head and jambs, and a complete slope sill from inside to outside. Stock sizes range from 2′-0⅛″ x 2′-2⅛″ (two lights) to 6′-0⅛″ x 6′-2⅛″ (six lights). Screens are included and fit into overhead hangers. Exterior trim is designed so that no extra trim is necessary. Windows are unglazed but have a vinyl glazing spline built-in. Pre-View Products Co., Garden Grove, Calif.



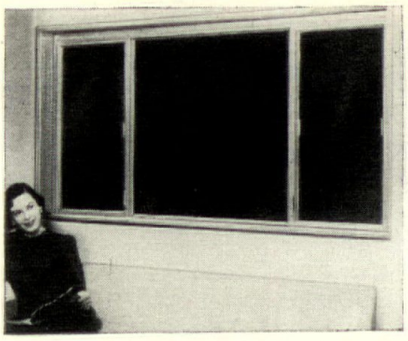
Nail-on windows and doors make news



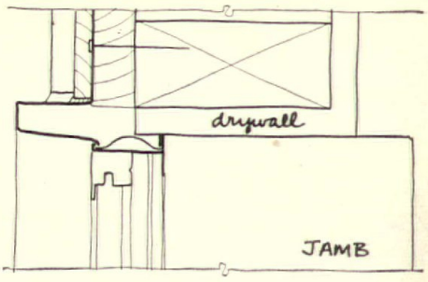


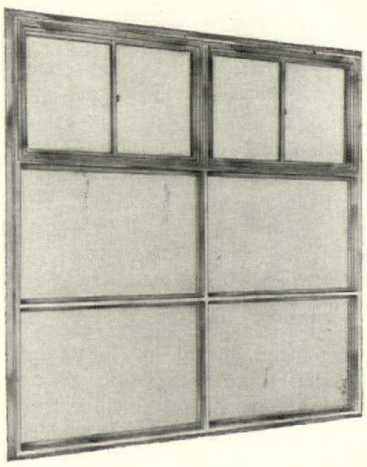


B. MODULAR SLIDING WINDOW has aluminum sash and a wood frame. The clear Douglas Fir frame is predrilled for fast nail-on installation. Delaney windows are glazed and weatherstripped at the factory and have a positive lock. The sash slides on self-lubricating nylon glides in an aluminum track. All aluminum tubular screens with a Neoprene spline come with the window and like the sash are easily removed for cleaning. Eighteen standard sizes are available. Price for 4′-0″ x 2′0″ unit: $17.90. E. D. Delaney, Inc., Inglewood, Calif.

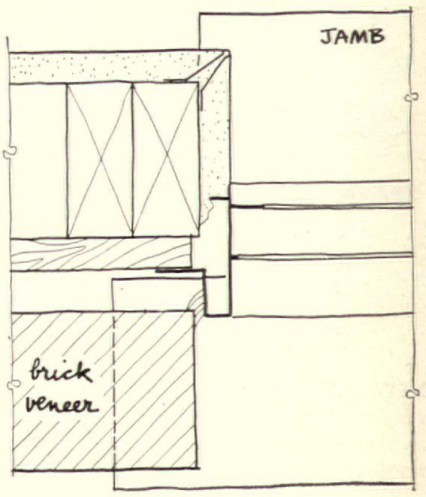


C. METAL NAIL-ON WINDOWS, in both steel and aluminum, are included in Russell's 1957 line. The galvanized tubular steel windows are available in white or gray enamel. Both steel and aluminum units can be stacked or mulled in a wide range of sliding and fixed combinations. All are delivered glazed, screened and with hardware attached. Many sizes are available in fixed, vertical and horizontal slide windows in either metal. F. C. Russell Co., Cleveland, Ohio.

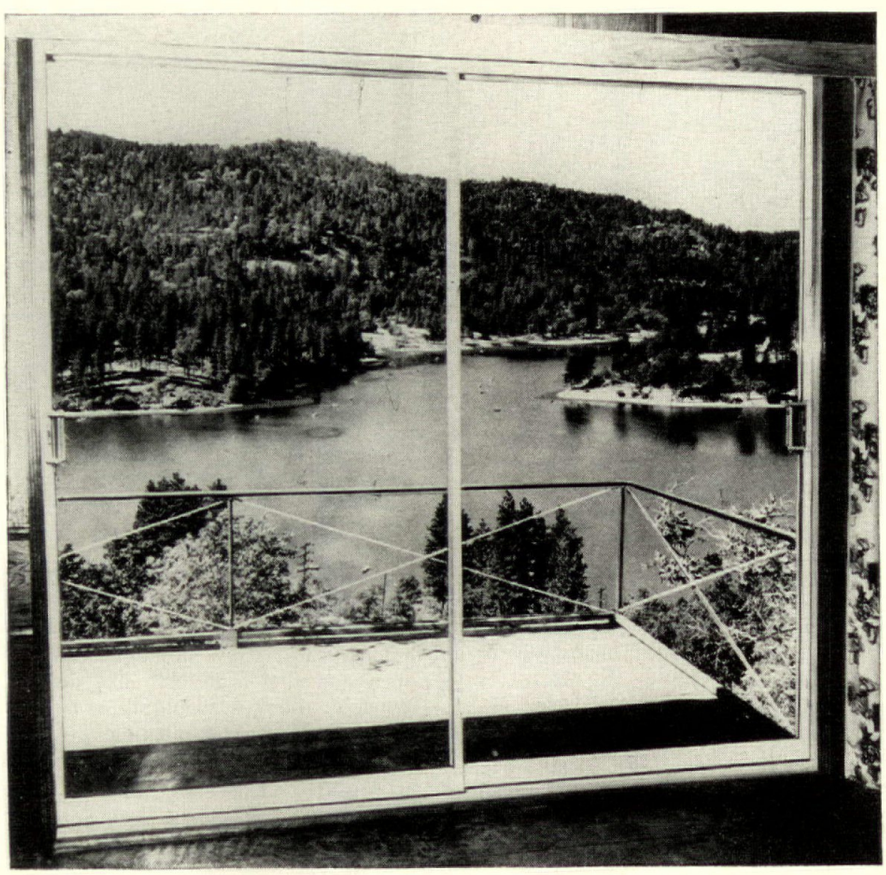




D. ALUMINUM WINDOW-WALL is available with sliding inserts that fit in any light. This Ceco window combination sets in rough opening and is anchored through integral fin. Integral trim can be used for siding stop or brick mold—no other exterior finish is needed. Fixed windows are made to take ½″ or thinner insulating glass; sliding panels to take single- or double-strength or ⅛″ glass. Window walls are shipped assembled, the sliding panels themselves knocked down. All component parts are furnished except glass. Six sizes are available. Ceco Steel Products, Chicago 50, Ill.

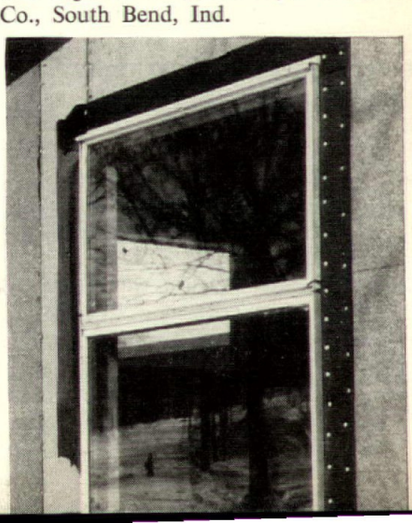


because they go on fast



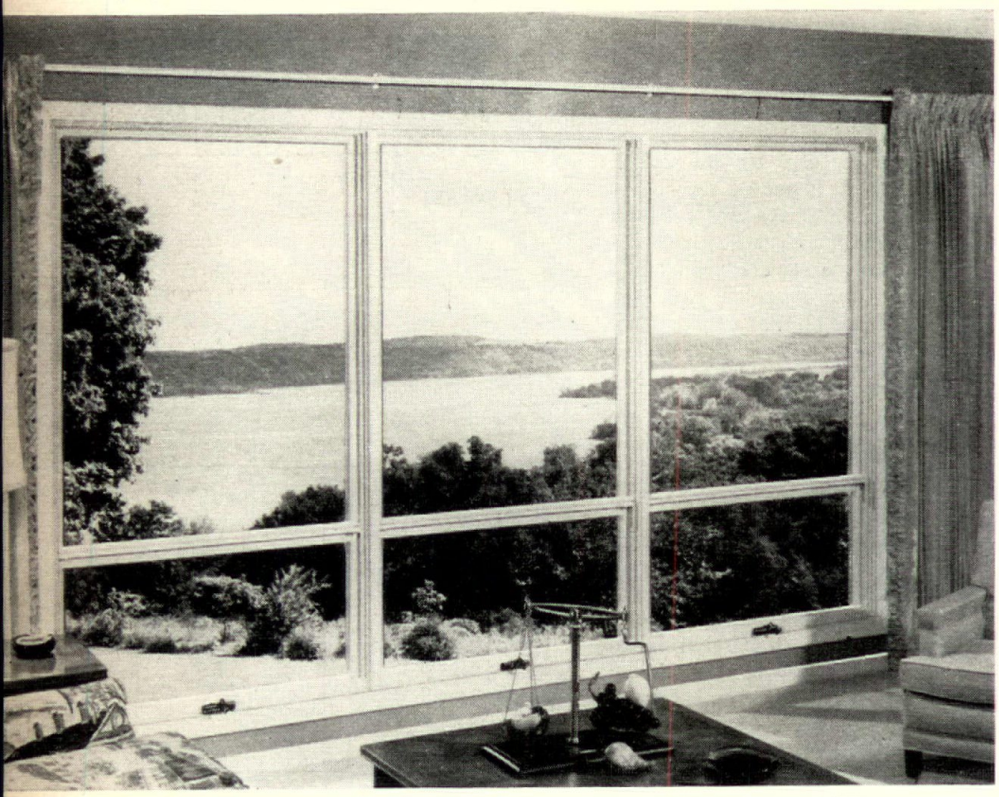
E. ALUMINUM SLIDING GLASS DOOR has dovetail nail-on trim fins, is made for both single and double glazing. The handles are available with or without a cylinder key lock. An exterior snap-on sill flashing, interior slip-on sill extension, and continuous woolpile weatherstripping are other features. Trimview Metal Products, Convina, Calif.

F. MODULAR WINDOW was designed for use in shop-assembled wall panels. Made for double glazing, these windows come complete with crank operator and inside screen. The 4′ x 2′ and 4′ x 3′ sizes will be available in both fixed and vent types. The 4′ x 4′ window has fixed glass. Full production will begin in 60 to 90 days. Place & Co., South Bend, Ind.

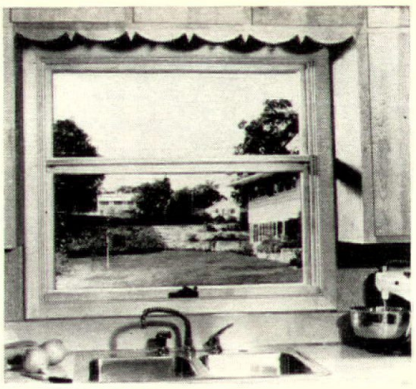


More window news on page 172

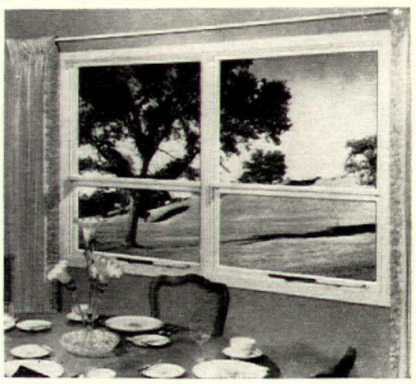
for further details check numbered coupon p. 270



6′ 2″ PICTURE WINDOW



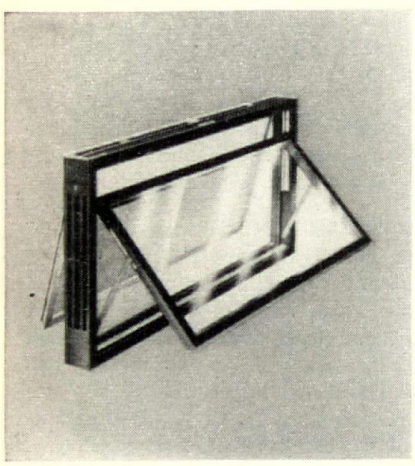
3′ 3″ WINDOW



4′ 7″ WINDOW

NEW ANDERSEN BEAUTY-LINE window has a fixed upper sash and awning-style lower sash in a narrow wood frame, and it comes completely factory assembled and packaged. Narrow meeting rail serves both as the lower rail of the fixed sash and the receiving jamb for the operating sash. Three heights are available in two widths: 3′3″ height is designed for use in bedrooms, over kitchen sinks and counters; 4′7″ heights for dining, living or bedrooms; 6′2″ height gives larger view from picture windows. In each height, meeting rail is located for least interference with vision. Factory packaging and assembly include frame, glazed sash and hinging hardware. A choice of standard or Andersen hardware and glazing is offered. Andersen Corp., Bayport, Minn.

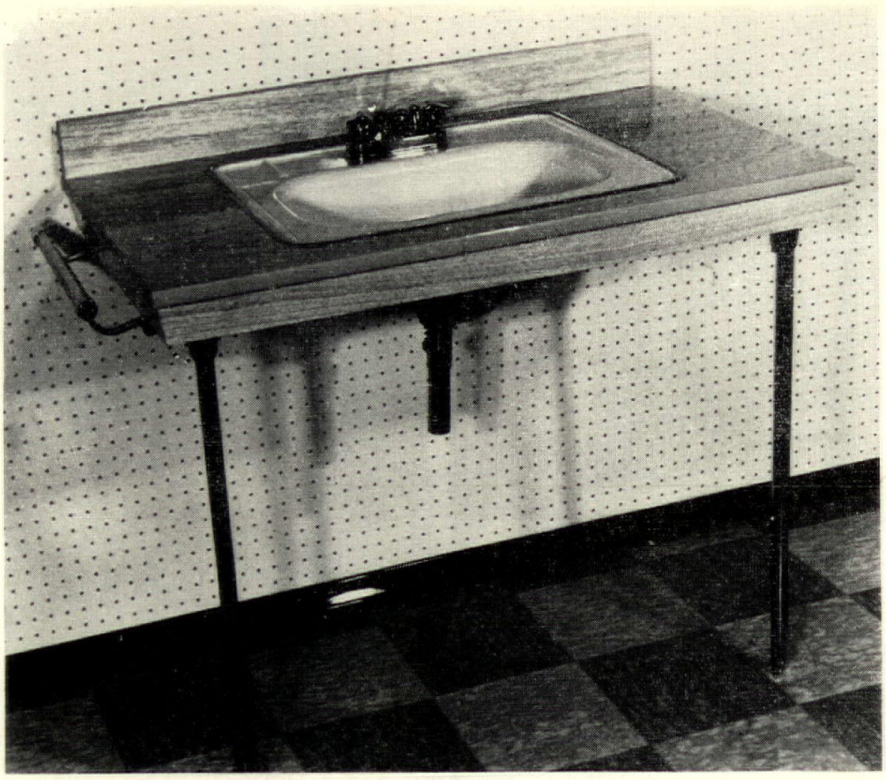
Here are windows of wood, plastics and metal



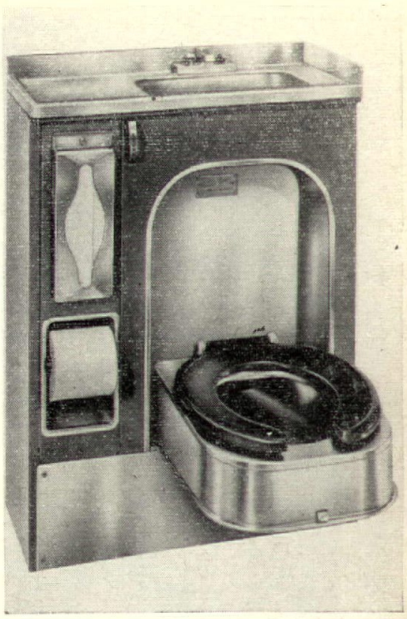
H. PLYCO PLASTIVENT WINDOW combines plastic frames with wood sash. Basic unit includes plastic frame with Ponderosa pine one-light sash installed and all hardware applied. Sash locks are installed at the factory. Aluminum frame has Fiberglas screening installed. Frame sizes range from 32 x 20″ to 48 x 28″, prices from $18.75 to $32 depending upon size and style. The Plyco Corp., Elkhart Lake, Wis.

I. MODULAR WOOD WINDOW with double-hung removable sash fits between studs on 48″ centers or into Lu-Re-Co panels. Meeting Round Table standards on window sizes (see page 158) the window frame fits a stud opening 46-⅜″ wide (three stud spaces) with a 40″ glass width. Another size fits the 44″ Lu-Re-Co panel with a 37-¾″ glass. Frame has inside trim attached. Carr, Adams & Collier Co., Dubuque, Iowa.

J. BEST-VENT ALUMINUM WINDOW is counter-balanced, double hung. As lower sash is raised, upper sash lowers automatically. New broad lock snaps open and shut with clasp-like action. Window also has wool pile weatherstripping, snap-on installation fin trim and snap-on plaster fin, vinyl or putty glazing. Best-Vent comes in a wide size range. Per-Fit Products Div., Spickelmier Co., Indianapolis, Ind.

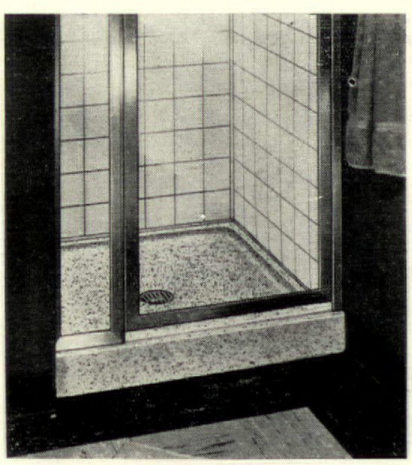


K. NEW LAVATORY-VANITY by Reed-Cromex has a handsome counter of GE Textolite plastic in a wood-grain finish. Counter-top unit is made in four sizes: 24″ deep by 24″, 36″, 42″ and 48″ long, in a choice of 16 colors and finishes. Splashboard is an integral part of counter top. Hexagonal legs are chrome plated to match faucets, trim. Matching towel bars, which can be mounted at either or both ends of the counter are also in chrome, are optional equipment. Reed-Cromex Corp., Cleveland 21, Ohio.

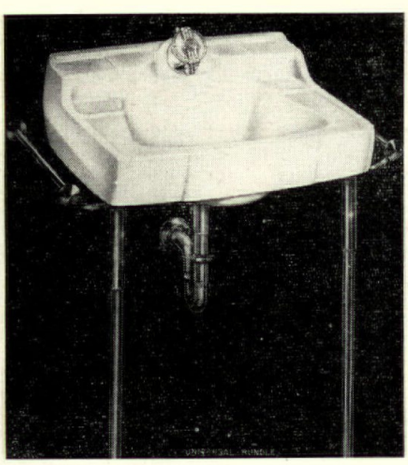


L. PACKAGED BATHROOM fits into one-third the space required for usual plumbing. Called Travel-Lav, it comes in two sizes. The smaller unit takes 8⅝″ x 20″ of floor space, has an overall height of 34½″ and includes a foldaway toilet and stationary wash basin. The larger unit (not illustrated) is 31″ x 39″, 78″ high, includes enclosed shower cabinet, medicine cabinet, exhaust fan and lighting as well as foldaway toilet and wash basin. Angelo Colonna, Inc., Philadelphia 34, Pa.

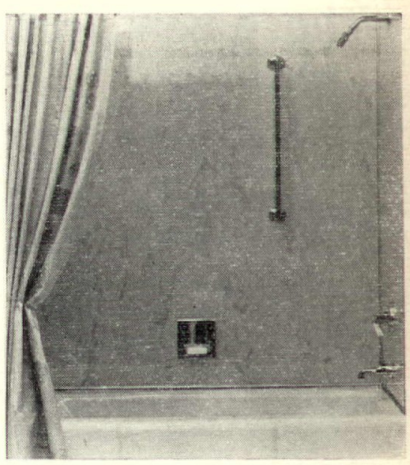
Five new ideas for bath and powder rooms



M. PRECAST TERRAZZO SHOWER FLOOR with integral threshold can be ordered as a 32″, 36″ or 40″ square, 36 x 40″ corner or 48 x 38″ rectangle. "Monterey" floor comes in four colors, a wrought brass drain body is cast with the floor as is a galvanized-bonderized steel flange. NAHB show-goers will also see company's line of packaged shower cabinets in a variety of price ranges for many kinds of home installations. Fiat Metal Mfg. Co.



N. TILT-TURN FAUCET dials water temperature and flow on a new Universal-Rundle lavatory. To operate, tilt dial up for "on", turn left or right for desired temperature, tilt down for "off". Faucet is factory-installed on a 22x19″ vitreous china lavatory. Unit comes in white or six colors available in other U-R plumbing fixtures. White, about $64.05; color, $83.35. Legs and towel bars are optional at extra cost. Universal-Rundle Corp., New Castle, Pa.



O. TUB RECESS PACKAGE consists of three Consoweld-10 decorative panels of plastic laminate plus the necessary moldings for covering the three walls of a standard bathtub recess to a height of 5′. Consoweld-10 panel is 5x5′, can surface back wall of a tub enclosure above shower-spray level. Company says the entire package can be installed in two hours. It comes in marble patterns in six colors. Consoweld Corp., Wisconsin Rapids, Wis.

More new products ⇒

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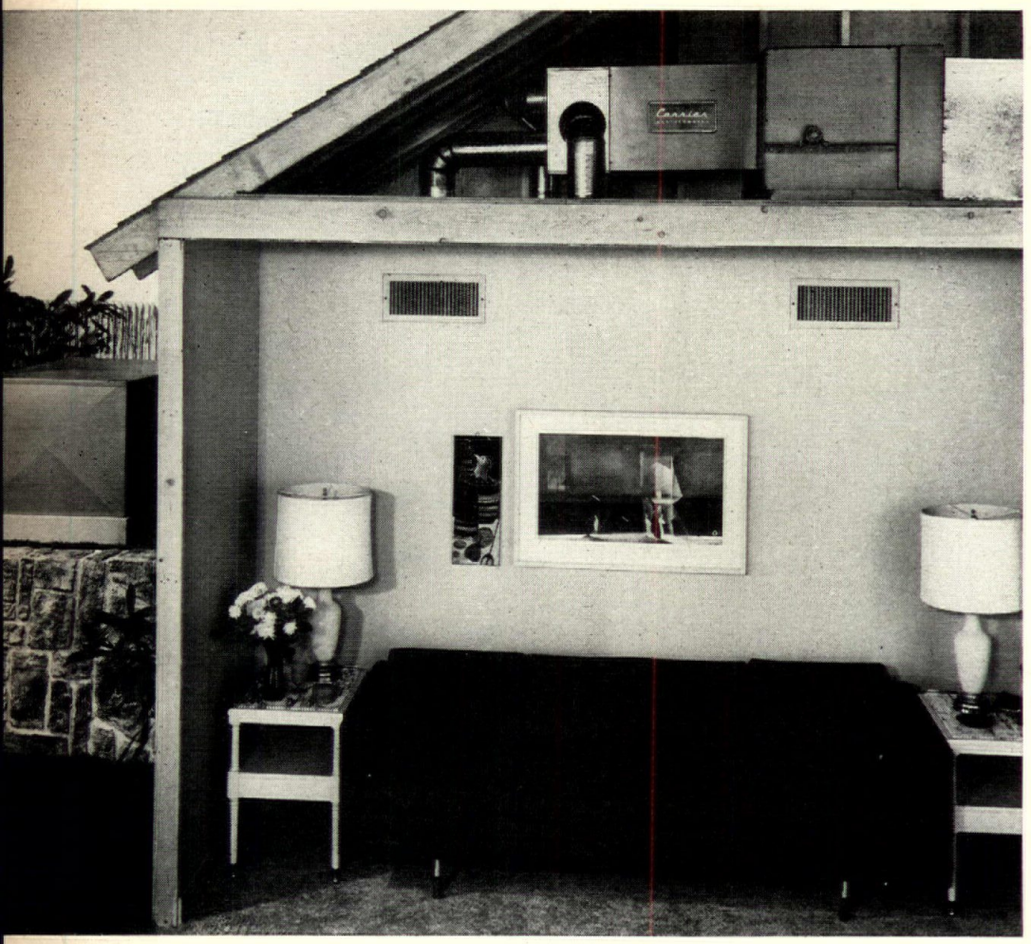
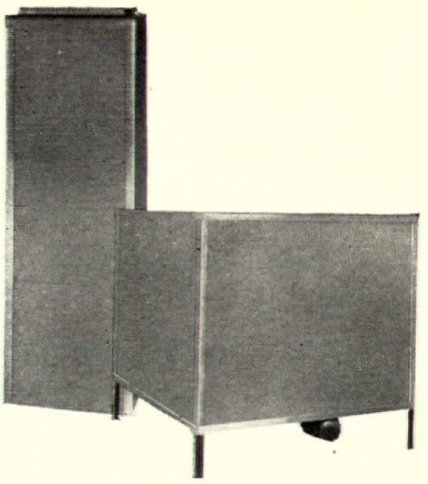
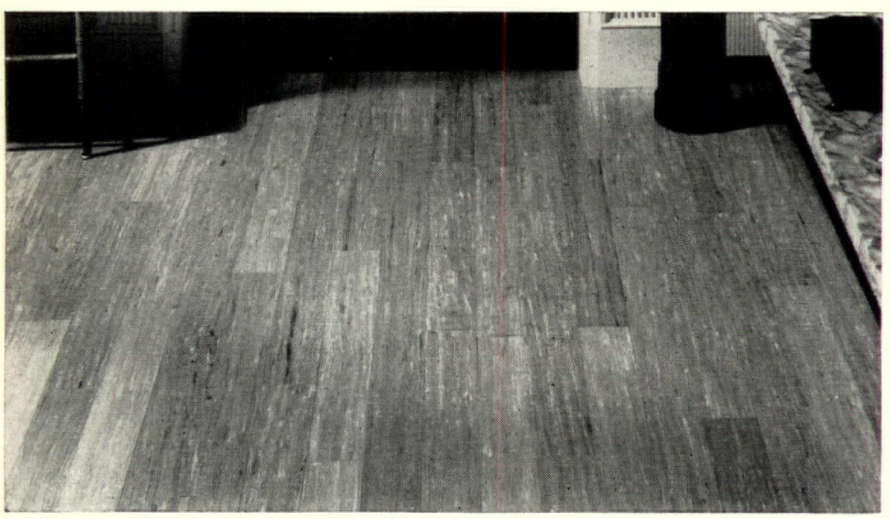


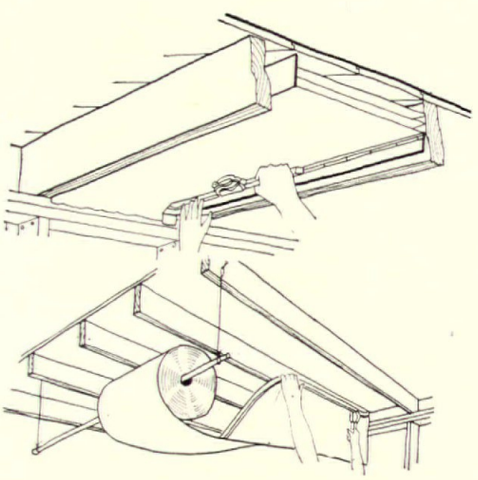


Q. MAJESTIC ALL-ELECTRIC HEAT PUMP consists of two-piece design with main refrigerating mechanism in separate cabinet for outdoor location (tall unit at left). Unit is air-cooled, provides either heating or cooling. Indoor section can be upflow, downflow or horizontal flow. Majestic says initial cost to builders is competitive with cost of conventional systems. Two sizes: 3-ton cooling teamed with 75,000 Btu heating unit; 5-ton cooling with 105,000 Btu heating. The Majestic Co., Inc., Huntingdon, Ind.

P. CARRIER HEAT PUMP needs only electricity and outside air to provide complete year round heating and cooling. System consists of two-piece design: a compressor-coil cabinet located outdoors is pipe-connected to a heating- and cooling-coil section located indoors. The indoor section can be installed in the basement, utility closet, crawl space, or attic (as shown above). In summer, the equipment operates much like a conventional air-cooled air conditioner, with heat from the house being dissipated to the outside air. In winter, the system is reversed and heat is extracted from the outside air and pumped into the house. Unit is powered by a 5 hp. compressor which gives 4-tons of cooling capacity and upwards of 93,900 Btu's per hour of heating. Carrier Corp., Syracuse 1, N.Y.

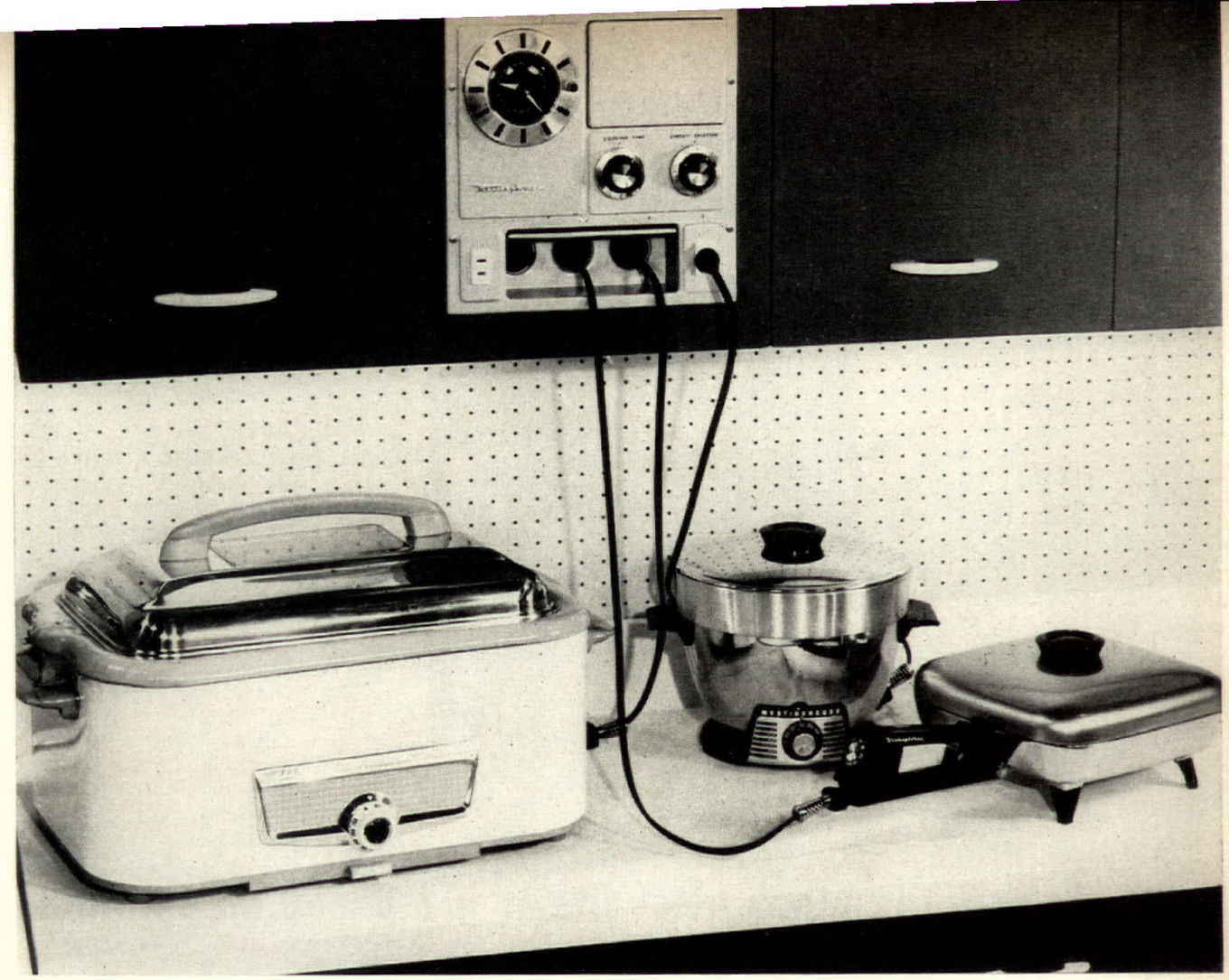
These new products help make clean, comfortable homes





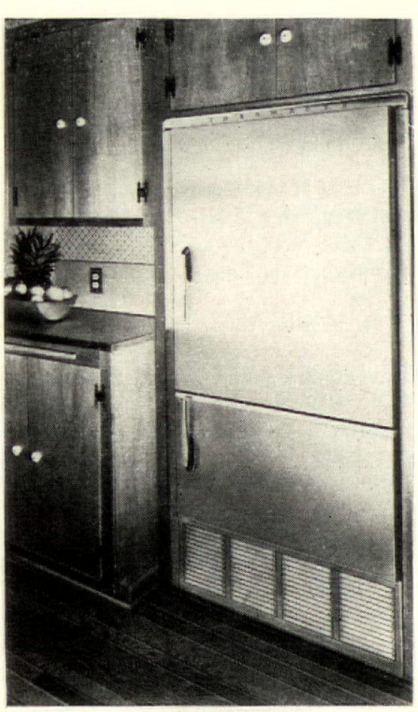
R. PLANK STYLE VINYL FLOORING simulates the look of birch or mahogany floors. The new flooring comes in 4 x 36″ planks ⅛″ thick. The wood tones, including the graining, go entirely through the tiles. All the good vinyl characteristics are maintained: resistance to scratches and dents, grease and stains. Plank Style Woodgrain KenRoyal is available in birch (PB1) and mahogany (PM2) from Kentile, Inc., Brooklyn, N. Y.

S. INFRA INSULATION has added a new Type 3S consisting of two layers of aluminum foil. Maker claims it can be installed for 7¢ a sq. ft. to compete with cheapest batt insulation. It meets FHA's minimum U factor requirements. Designed for quick, easy installation it can be nailed to sides of joists or rafters spaced 16″ or 24″ o.c. (see cut). Infra Insulation, Inc., New York, N. Y.



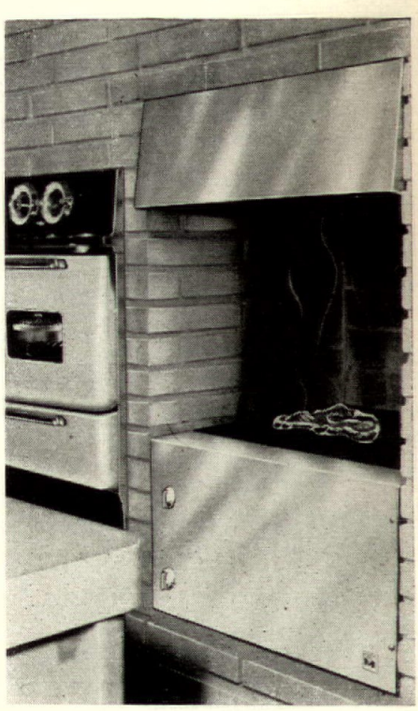
T. COUNTER-TOP COOKING a la Westinghouse, is a simple matter of plugging in appliances. A handsome new automatic appliance center, designed to fit into standard cabinets or install in custom-built units includes three pull-out extension cords that retract automatically when not in use, two electric outlet plugs for appliances with permanently attached cords, a selector dial and automatic timer that allow a housewife to time a cooking or baking operation on any of the five circuits. The unit measures 12″ high, 12″ wide and 9″ deep and is wired for 220 volts. Five thermal circuit breakers, each rated at 15 amperes, have push button reset. When retractable cords are not in use, an overhead door folds down flush with unit front. $99.95. Westinghouse, Mansfield, Ohio.

Here are some new electric and gas built-ins



U. BUILT-IN REFRIGERATOR-FREEZER takes up no more space than conventional refrigerator. It is 70½″ h., 35½″ w., 24″ d. The 10.2 cu. ft. refrigerator is at eye-level; roll-out 4 cu.ft. freezer stores up to 140 lbs. of food. No special openings are needed to install. Louvered grille and air cooling ducts are at bottom of unit. With stainless steel front, about $789.95. Thermador Electrical Mfg. Co., Los Angeles 22, Calif.

V. BUILT-IN BROILER uses gas to heat a bed of permanent mineral "char coal." This volcanic rock—called Char-Rock, imparts a smoky-charred flavor to food, leaves no ashes to clean out. Two broiler sizes are available. Large model (shown in photo) is 25⅞″ deep, 16½″ high, 26″ wide. Junior unit is 13¾″ wide. Both are available in metallic or enamel finishes. List prices: $102 (Junior); $180 (regular) FOB factory. Madsen Range Co., Inc., Los Angeles 58, Calif.



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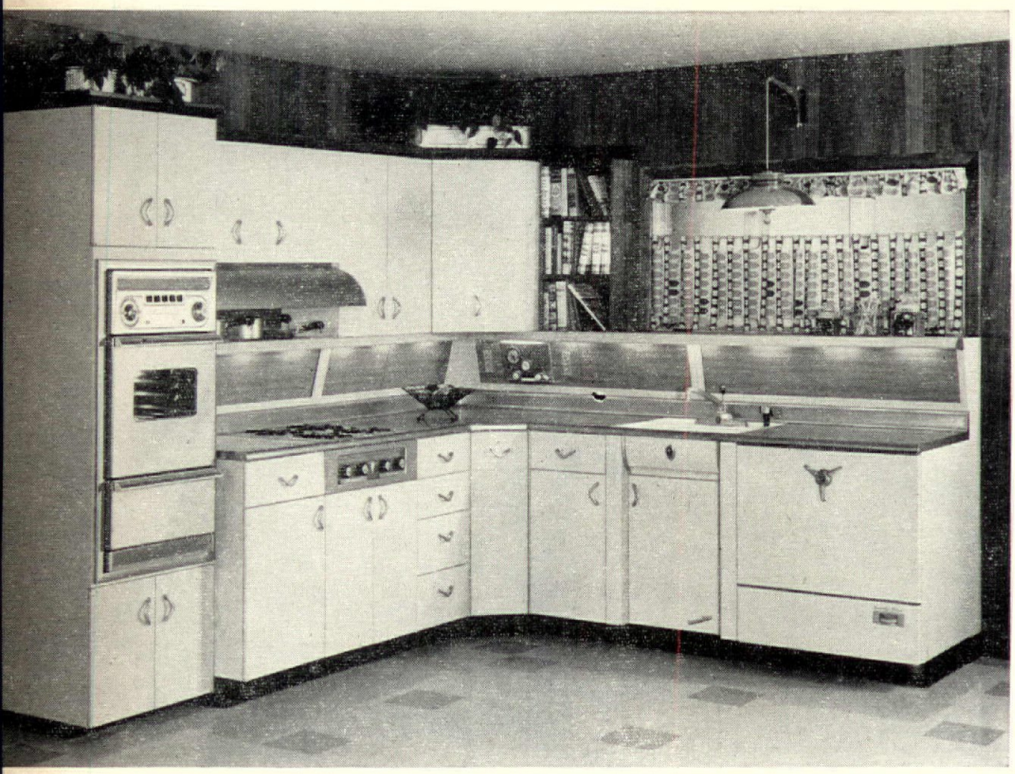
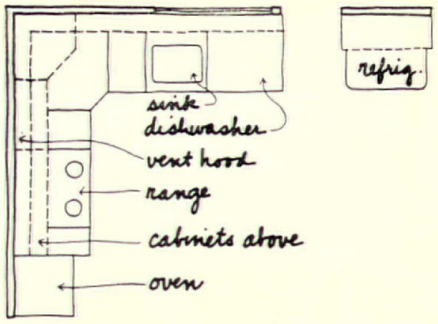
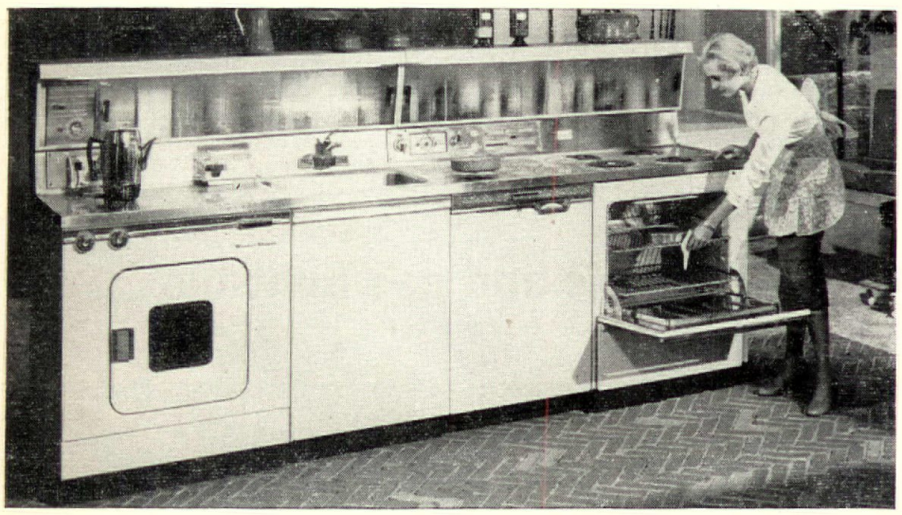


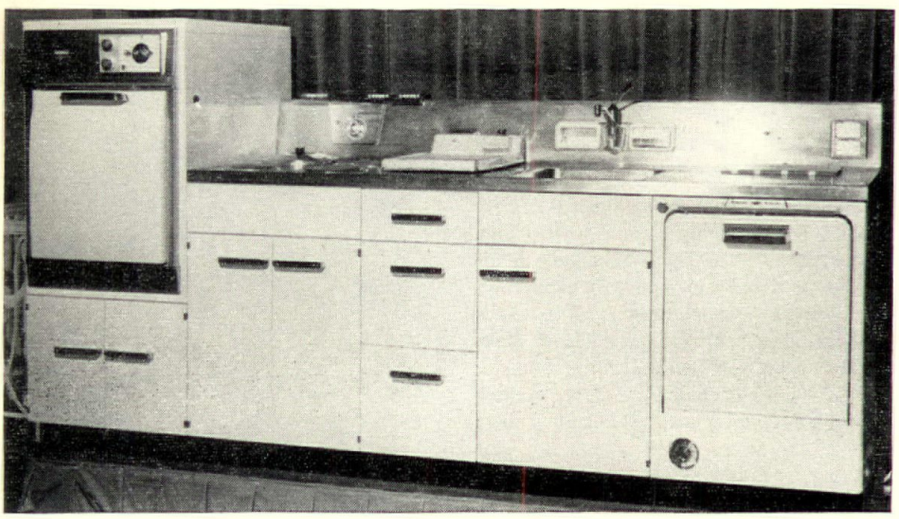


W. ALL-GAS PACKAGED KITCHEN is a joint development of three firms: Youngstown kitchens, who make the cabinets and dishwashing equipment, and Caloric Appliance Co. and Cribben & Sexton Co. who supply the built-in ranges and cooking tops. Based on a 3″ module, the kitchen contains: built-in gas range, thermostatically controlled top burner units, a dishwasher and disposer. Additional information on the "Carefree Kitchen" may be obtained from the following: Youngstown Kitchens, Warren, Ohio; Cribben & Sexton Co., Chicago, Ill.; Caloric Appliance Corp., Philadelphia, Pa.

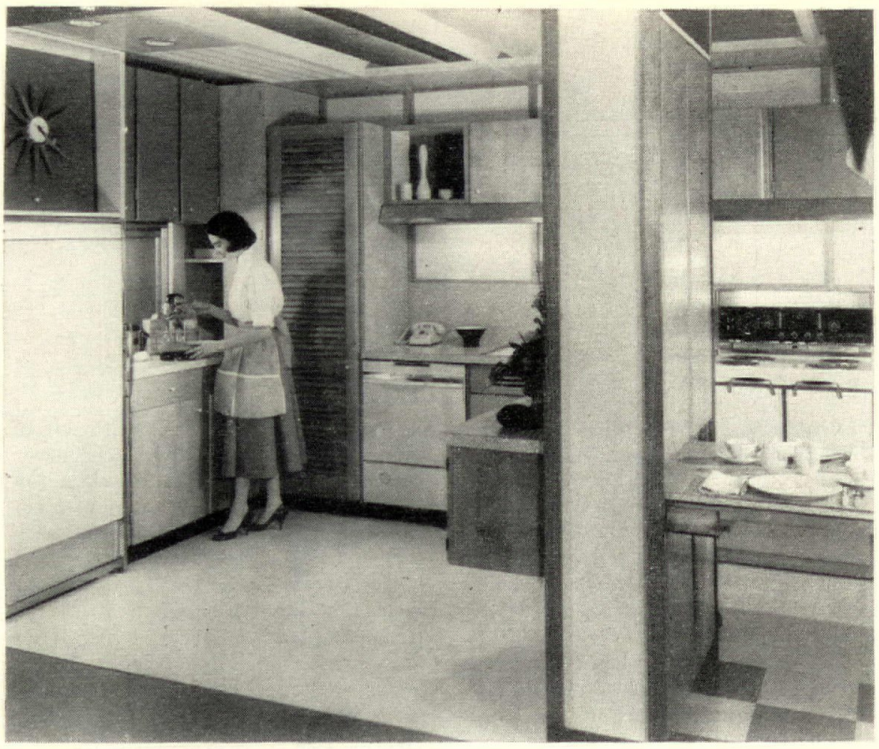
Three building-block kitchens all are based on a module

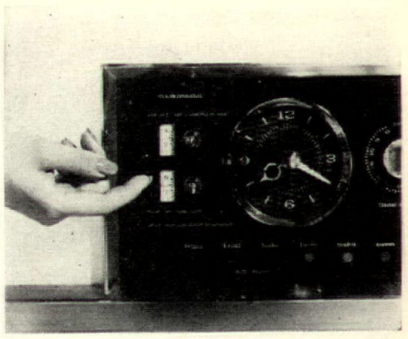


X. GE 1957 KITCHEN CENTER lines up appliances like building blocks to make a 9′-long unit that includes an automatic washer-dryer, Disposall-equipped sink, dishwasher and range—all under a seamless, stainless steel counter top. GE has also provided plumbing and wiring between the appliances to reduce measuring, cutting and connecting of water and electrical supplies. Installation of the components begins with oven. It is placed in position and can be leveled to meet floor irregularities by means of four threaded leveling feet. Dishwasher moves to left hand side of oven, is lined up with range. Counter top is placed over dishwasher and range at one end to complete the unit. GE, Louisville 1, Ky.



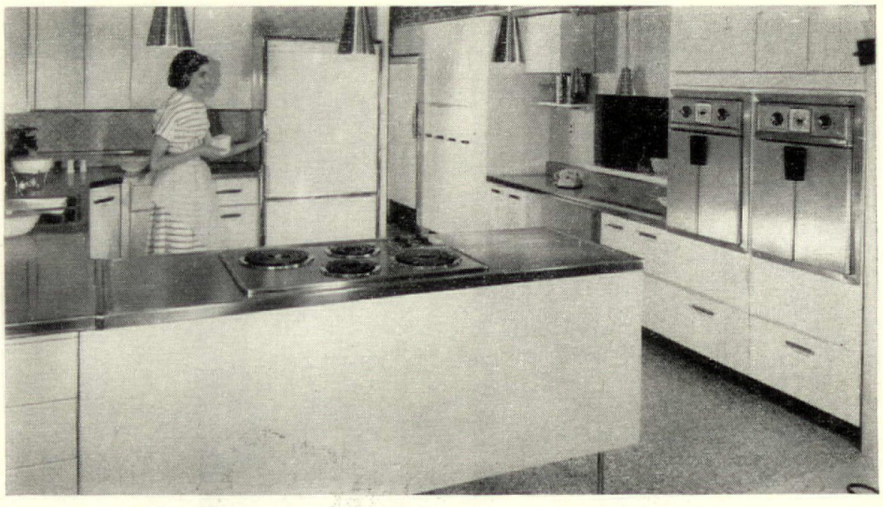
Y. MODULAR KITCHEN is one of three new Hotpoint models in 7′ and 9′ sizes. Appliances include range surface units, plug-in griddle, under-counter oven with plug-in rotisserie, automatic dishwasher, faucet and sink bowl, deep well cooker and small appliance outlets. All counter appliances are built into a continuous stainless steel top and models come in white, pink, green, blue, brown or yellow. DeLuxe KL-10 kitchen has a 24″ storage cabinet, 36″ wide storage drawer and sink cabinet and 24″ preplumbed automatic electric dishwasher plus a 24″ w. by 54″ h. oven cabinet with 16″ h. x 24″ w. storage cabinet below. Four cooking units, griddle, sink are also included. Price is about $1,455. Hotpoint, Chicago, Ill.

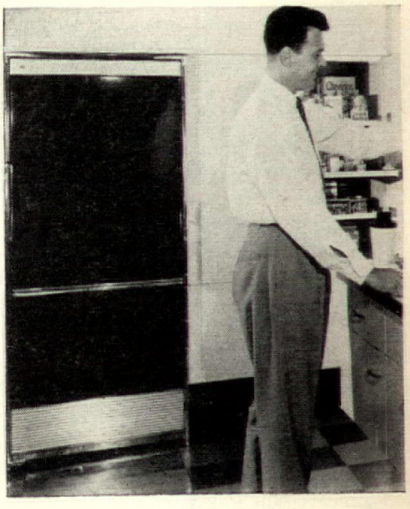




Z. THE SHEER LOOK, which characterizes Frigidaire styling for 1957, makes even a budget kitchen look built-in. At left, "Pink Cloud," the company's low-priced idea kitchen. Free-standing refrigerator looks built-in due to ingenious clock-faced storage cabinet above it. Work area includes an undercounter dishwasher, food waste disposer, stainless steel sink and cabinets, and a 30″ range with French doors. Another new style note is the oven control panel (close-up above) which puts cooking and baking instructions under glass. Frigidaire, Dayton 1, Ohio.

This kitchen equipment fits snugly, has a built-in look



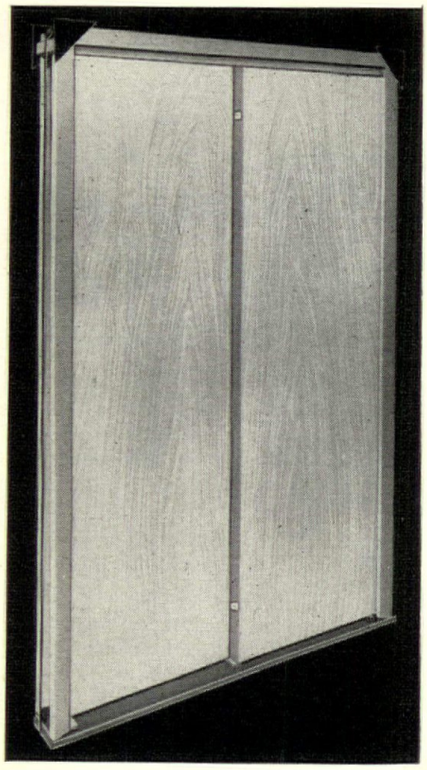


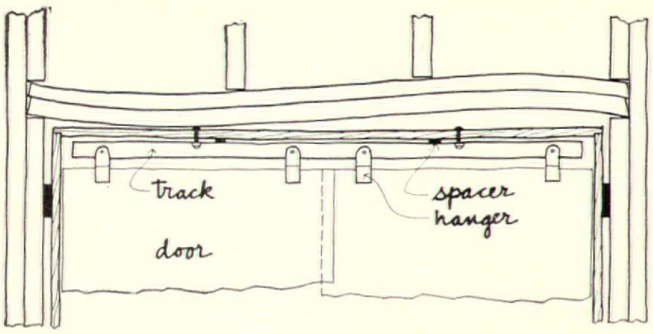
AA. STRAIGHT LINES of GE's 1957 refrigerator-freezer give built-in look without built-in expense. Ventilation by forced draft through a front grille does away with need for air space between unit and wall, so appliance can be placed flat against the wall in line with cabinets. Doors swing on recessed hinges, require no extra width to open. Two models are available in GE mix-or-match colors. "Touch action" permits door to be opened with foot pedal, leaving both hands free. Shelves in the refrigerator revolve, bringing back around to the front. Largest model, BH-15P is 71″ h., 30½″ w., 26⅛″ d. Refrigerator has a capacity of 10 cu. ft.; freezer holds 5 cu. ft. GE, Louisville 1, Ky.

BB.

SQUARE LINES of Frigidaire's 1957 free-standing refrigerator (shown here in company's new Cosmopolitan display kitchen and in close-up above) mark company's "sheer look." The unit is built on the 4″ module, 24″, 28″ and 32″ wide. Kitchen base cabinets can be installed flush with both sides of refrigerator. Door of the new model can be opened 180° before touching the base cabinet so usual gap between cabinet and hinged side of refrigerator is eliminated. New, also, this year is Frigidaire's charcoal gray color for appliances. Blended with chrome trim, it furthers the company's concept of the custom look without custom expense. For additional details, write Frigidaire, General Motors Corp., Dayton 1, Ohio.

More new products ⟶

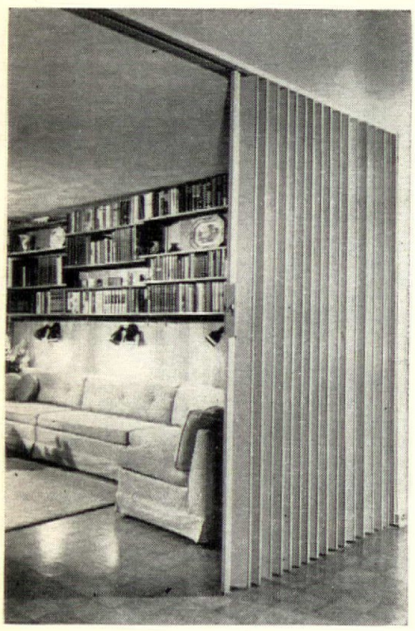


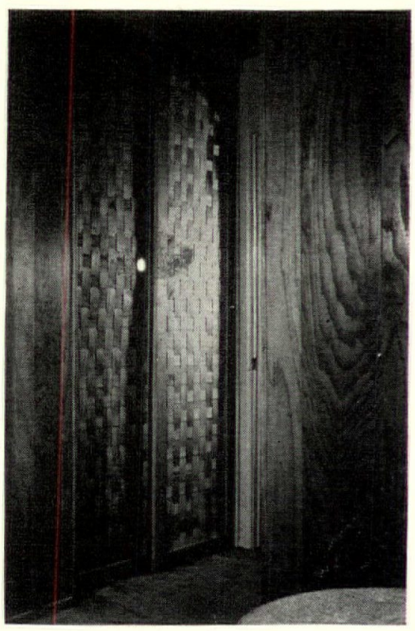


CC.

PACKAGED BY-PASSING DOOR UNITS, by Ready Hung Door Corp., complete with track and doors installed, can be nailed in 20 minutes, company says. A two-point bolt suspension permits presetting the hangers and track at the mill, eliminates problems resulting from a bent track or loose screws. Rough and finish headers are completely unattached so no warping or sagging can be transmitted from one to the other. Finish header supports track by bolts at two points which give positive support, won't work loose as a result of temperature change. Spacers between finish header and track act as a fulcrum. A slight torque on nuts preloads track, bending the ends upwards when not under load. Track becomes straight again under load. Spacers let header deflect downward as much as ⅜″ in center without affecting track. Trim and fascia stiffen the header so that actual deflection is negligible, company says. Ready Hung Door Corp., Fort Worth, Tex.

Here are four preassembled door packages

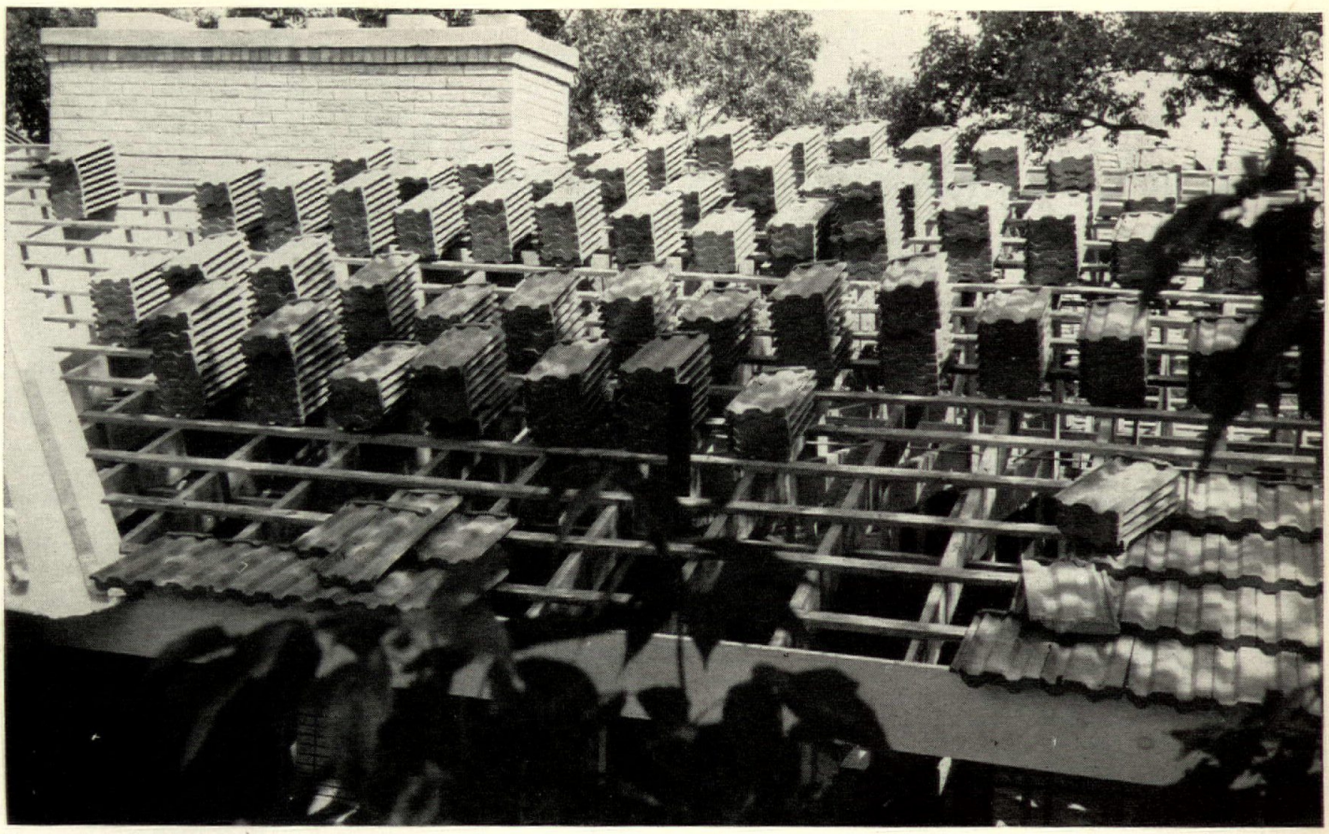


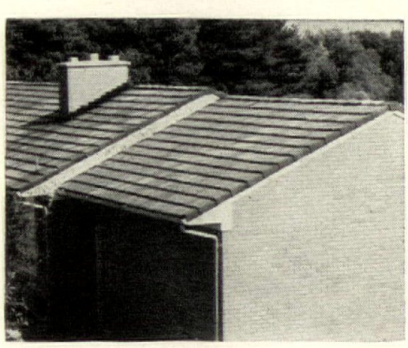


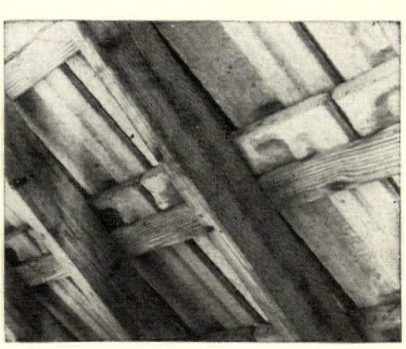
DD. PELLA WOOD FOLDING DOOR, 1957 edition, has a new type of concealed spring connector which creates uniform tension from one end of the door to the other. Redesigned concealed track and nylon rollers make for quiet operation. New "T" mold design is said to make door stack tight with only 2″ of stack for each foot of opening width. Doors are available in pine, oak, birch and Philippine magohany, finished or unfinished, in a wide range of stock sizes. Factory assembled and packaged complete with all necessary hardware. Rolscreen Co., Pella, Iowa.

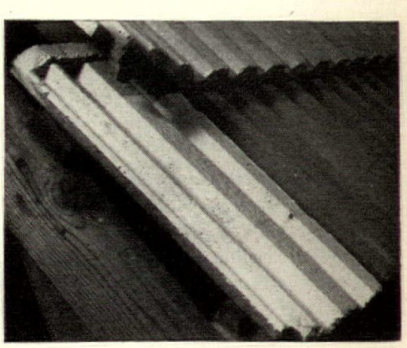
EE. WOVEN-WOOD SLIDING DOORS allow closets to "breathe." Ventilated closets lessen the chances of mildew and musty clothing. The handwoven panels have a decorative textured surface, are mounted in a 1 1/16″ select Western Douglas fir wood frame. The doors are shipped with overhead track and hanger hardware, flush door pulls and a channel floor guide. Three colors and natural wood are stock. "Jamaica-Dor" units come in 36″ to 72″ widths, are 80″ or 94½″ high. Larger sizes may be had on special order. Yetter Homes, Inc., Savannah, Ga.

FF. STEEL FOLDING CLOSET DOOR has panels 1″ deep completely louvered to give maximum ventilation. Door is available in both 6′8″ and 8′ heights and in widths to meet most requirements. Open, doors fold back to jambs to give full access to storage areas. Company says new design prevents doors from jumping off track, and assures quiet operation. Doors need no maintenance and won't sag or warp. Bright brass knobs with a concave round face are standard equipment. All operating hardware is included in package. Fenestra Inc., Detroit 11, Mich.





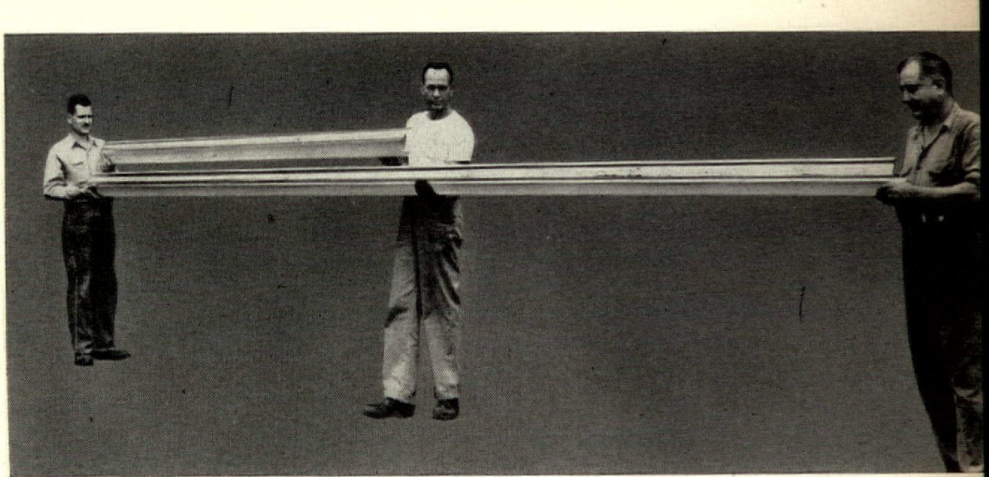




GG. MASONRY ROOFING TILE is machine-made for mass production and cheaper installation. Tile was developed by New Zealander George Agar, and can be made at a rate of about 50 tiles a minute. Anza is a compressed cement and aggregate product with integral coloring. Shadow lines 2″ deep, a wide range of colors and an interlocking feature distinguish the tiles. Built-in channels permit free air circulation in under-roof space, reducing condensation in attics. Since the tile is laid on 1 x 4″ battens (between rafters), roof sheathing is eliminated. Each tile is 9″ wide, 16″ long. Installed price in Detroit area is approximately $40 per square. Anza Industries, Livonia, Mich.

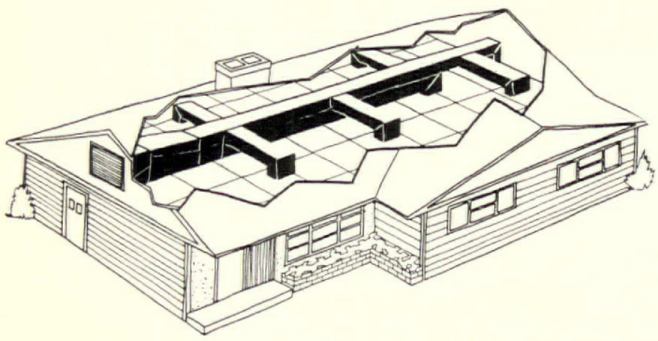
For the roof: a budget tile and a king-size gutter

HH. NEW LONG GUTTER measures up to 32′ in a wide range of sizes and gauges. A single section can be hung to serve an entire house width or length since custom lengths can be supplied to quantity orders. Standard long lengths of style "K" gutter of galvanized steel measure 20′, 25′, 30′ and 32′. They are produced in both 10″ and 12″ girths and 26 and 28 gauge thicknesses. Photo shows new gutter and conventional 10′ gutter. New lengths may cut installation costs as much as 50%. Republic Steel Corp., Canton, Ohio.



More new products ⟶

Attic air conditioners are cheap and easy to install

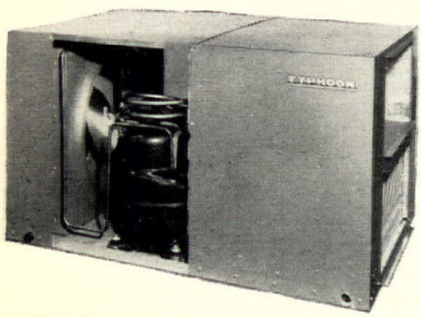


The attic air conditioner is the cheapest type of central cooling a builder can buy, with some brands priced as low as $500 installed. The typical model is, in effect, an oversized window unit, being air-cooled and designed for installation at an attic gable where outside air is available. A separate overhead duct system, independent of the heating, distributes cool air to each room.

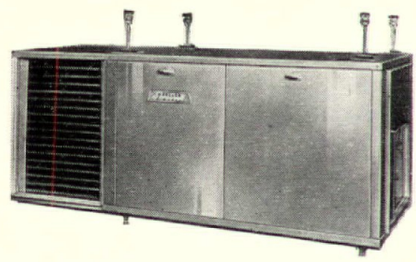
The attic cooler is best suited to adding air conditioning to existing houses, or to new houses with hot-water heating. (Best solution for new houses with warm air heat is still the year round heater-cooler package, since one economical set of ducts can handle both the warm and cool air supply.)

Experts point out, however, that with its low price the attic cooler has limitations. It is "minimal" air conditioning, they say. In order to compete many makers are forced to omit such features as thermostatic control and blower-type fans, providing instead a manual on-off switch and a less powerful and somewhat noisier propeller fan. And unless a particular unit is made with the motor and compressor carefully mounted, much added noise and vibration will result. This is particularly objectionable with unit over a bedroom.

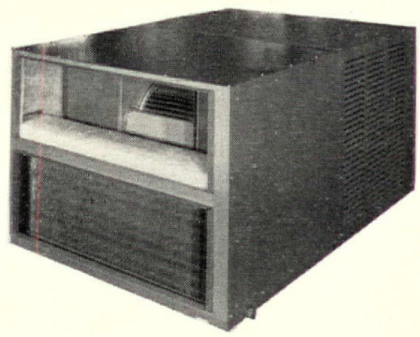
II. TYPHOON CONDITIONER can be installed in a horizontal or vertical position, depending on the space available. In an expansion attic, for example, where floor space is limited, the unit can be turned on end in less than 5 sq. ft. of floor space. The motor-compressor base is built of heavy 11-ga. steel, which the company says provides high rigidity and prevents vibration from being transmitted to the house structure. Models are made in 2- and 3-ton sizes.



The larger one has two 1¾″ hp. compressors for two-stage control. Both have the same cabinet dimensions: 43½″ x 29″ x 24″. Typhoon Air Conditioning Co., Brooklyn 15, N.Y.



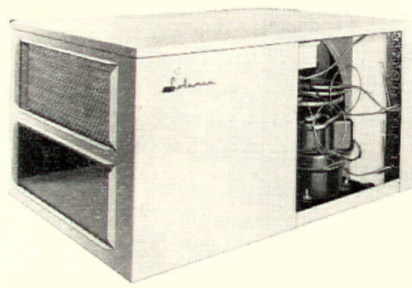
summer air conditioning and can be hooked up to the warm air ductwork or can operate independently of the heating system. Dimensions: 53″ x 20⅛″ x 17 5/16″ for the 1 hp. size. 68″ x 27¾″ x 14⅜″ for the 2 hp. Mueller Climatrol, Milwaukee 1, Wis.



JJ. MUELLER CLIMATROL is one of the few summer air conditioners made in a 1 hp size which can provide air conditioning for more than one room of a house. Or in special situations, two or more can be installed in a house to give zone control.

A 2 hp. size is also available. Both models are air-cooled, provide complete

KK. YORK SUMMER CONDITIONER, called Pathfinder, is designed for attic installation independent of the heater, but can be connected to warm-air heating ductwork. Since unit is air-cooled, no plumbing is needed but unit must be located near a gable for access to outside air. The 2- and 3-ton sizes have dual compressors giving two-stage control. Only one compressor works during warm weather, the second cuts in when temperatures soar. This results in lower operating costs and better humidity control. Installation kit, including prefabricated ducts and ceiling diffusers, is available. Dimensions: 28″ x 18″ x 36″ for the 1¾ ton size; 28″ x 21¾″ x 45″ for the 2-ton; 36″ x 24″ x 49″ for 3-ton. York Corp., York, Pa.



LL. COLEMAN "POLAR-PAK" is a waterless conditioner available in 2- or 3-ton sizes. Like the York unit above, twin compressors are used to achieve two-stage control. The 2-tone size has two 1 hp. motors, the 3-ton has two 1½ hp. motors. For changing weather when the thermostat would normally cycle on and off, a special switching system is employed to keep at least one compressor running. This prevents moisture on the cooling coil from being blown back into the house. The unit can be installed in a crawl space, basement or on the roof as well as in an attic. Dimensions: 46″ x 30″ x 21″ for the 2-ton size; 50″ x 34½″ x 21″ for the 3-ton. Coleman Co., Inc., Wichita, Kan.

New products continued on page 200

HERE'S THE FIRST REACTION TO THE MONEY ROUND TABLE

THE WHITE HOUSE

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM

NATIONAL ASSOCIATION OF MUTUAL SAVINGS BANKS

national retail lumber dealers association

AMERICAN TRUST COMPANY
SAN FRANCISCO 20, CALIFORNIA

THE WALL STREET JOURNAL

CHARLES F. CURRY AND COMPANY

Southern Trust and Mortgage Company

LEADER FEDERAL
SAVINGS AND LOAN ASSOCIATION

Round table offers six recommendations to help home builders get more money

UNDER SECRETARY OF THE TREASURY

UNITED STATES SAVINGS AND LOAN LEAGUE

NATIONAL ASSOCIATION OF REAL ESTATE BOARDS

Gerholz Community Homes, Inc.

TITLE INSURANCE AND TRUST COMPANY
LOS ANGELES

First Savings and Loan
Saginaw, Michigan

GEORGIA–PACIFIC CORPORATION

KNIGHT, ORR & COMPANY

NATIONAL LIFE INSURANCE COMPANY

The President has asked me to thank you for sending him the recommendations of the special round table on conditions in the home building industry.

He has given instructions that these points be carefully studied by the principal officials of the Administration concerned with these matters.

Gabriel Hauge
Special assistant to the president
The White House

This is a very thoughtful and able job, and I think it will do a lot of good.

W. Randolph Burgess
Under Secretary of the Treasury

I was especially interested and particularly gratified to note the discussion of monetary policy. I think it is a most commendable attitude on the part of your people, for all of us here are fully conscious of the problems which the (home building) industry faces. It is most heartening to have this vitally important industry take such an understanding and broad-minded attitude.

Wm. McC. Martin Jr.
Chairman, Board of Governors
Federal Reserve System

. . . most timely and certainly most revealing. It will result in much constructive thinking on the subject and might well be a blueprint for action to be taken in 1957.

Eugene P. Conser, *executive vice president*
National Association of Real Estate Boards

Your latest Round Table has made another significant contribution toward helping the men in our industry and (I hope) in government understand the present mortgage money crisis and what to do about it.

I am thoroughly convinced that if we are to produce the housing America needs and wants, a complete flexibility of mortgage money cost is absolutely necessary to end the uncertainties of the current tight mortgage money market with its vicious practice of discounts. Anything less than a 5½% FHA note with a comparable VA rate will fall short of attracting enough housing money at par in Michigan for 1957 building.

I would like to see a united industry take action immediately on all six recommendations with top priority given to number two and three.

Bob Gerholz, *past president*
NAHB *and* NAREB

All the recommendations evidence a good deal of thought by the experienced people who participated at the Round Table. I subscribe wholeheartedly to the major emphasis placed on the development of means to provide a more adequate supply of funds to meet the nation's home financing requirements.

In our continual search for new avenues through which additional mortgage funds may be obtained, I am quite interested in the recommendation for the development of a new instrument to broaden the market for mortgages. This provocative proposal will certainly be carefully studied. We will also give serious consideration to the other proposals suggesting changes designed to improve mortgage financing methods.

The position of your Round Table participants that the state foreclosure laws should be modernized is one which this agency has held for some time and we will continue to lend every encouragement.

Let me commend you upon the quality of your Round Table report and advise you that all the recommendations will receive the serious consideration they merit.

Albert M. Cole, *administrator,*
Housing & Home Finance Agency

With such a distinguished array of experts you could not help but come up with some very thought provoking and challenging recommendations. HOUSE & HOME does a tremendous public service by bringing such people together to face and discuss the issues confronting all in the housing and home finance field.

Much of what your Round Table report recommends is basic to a long-term solution to the challenging job ahead for all of us.

Of course we in the savings and loan business are doing our utmost to provide an increasing volume of funds for home financing in the years ahead.

Roy M. Marr, *president*
U. S. Savings & Loan League

I am particularly struck by the observations as to how our income is growing, and the over-all credit needs that will face us as we continue to grow. Certainly there is no sound reason why both mortgage and consumer credit should not fit into its proper niche if the brains available to the industry can sit down and work on some of the broader aspects of the problem to which we must find a solution before we can get at the specifics.

H. R. Northup, *executive vice president*
National Retail Lumber Dealers Assn.

"Policy makers fail to realize home building is slowing alarmingly"

It appears to me that although our economy is moving at a fast tempo, those making policy in our government do not realize that home building is slowing down at an alarming rate. Those of us in mortgage lending understand that considerable time elapses between planned land development and completed housing. The inability of builders to have ample funds available for land development and financing during construction as well as the limited volume of funds available for permanent financing, even at disturbing terms, gives me concern. It appears to me the production of new homes is being slowed down to an alarming position. Industries handling electrical appliances, floor coverings, furniture, curtain fabrics, etc., are certainly going to feel the pinch of reduced home building.

Aubrey M. Costa, *president*
Southern Trust & Mortgage Co.

It certainly gives them something to think about.

Bernard Kilgore, *president*
The Wall Street Journal

Very informative and very ably done.

Owen R. Cheatham, *president*
Georgia-Pacific Corp.

I have sold nine subscriptions to HOUSE & HOME just by showing this article to other builders.

Lester W. Manley, *builder*
Macon, Ga.

Home building is one of the most important sectors in the American economy. It is vital to the prosperity of the nation that this industry continue in a sound and flourishing condition. Your thoughtful study of the problem is to be commended.

Crawford H. Stocker, *president*
Nat'l. Assn. of Mutual Savings Banks

"Should be must reading for every member of Congress"

After reading it I thought it was so important that I called the congressman from our district, and I am sending it to him to read. I think that this should be "must" reading for every member of Congress.

What impressed me particularly was that it not only dealt with the immediate money situation but went into the broad concept of what should be done to prevent a recurrence.

John A. Gilliland, *vice president*
Knight, Orr & Company, Inc.
Jacksonville

Congratulations. Can I have six reprints for my Congressmen.

Walter W. Keusder, *past president,*
Home Builders Institute

This is one of the most constructive reports I have ever seen on the housing situation and the supply of mortgage funds.

We have a mailing list here of approximately 250 real estate brokers, home builders and material suppliers, all people who are interested in home construction; and if I could buy 250 copies of this Round Table discussion report I would be most happy to circularize the report.

R. O. Deming Jr., *vice president*
Charles F. Curry & Co.
Oswego, Kansas

. . . Excellent. I sincerely believe that a policy adopting your six recommendations would satisfactorily handle this problem. And certainly millions of good new homes are still needed.

Joe F. Maberry, *builder*
Dallas

A limited number of reprints of the Money Round Table are available on request.—ED.

. . . Most timely, a masterful condensation of the complex mortgage and money situation.

Though it does not solve the problem it certainly will stimulate constructive action. I hope it is made available to all members of Congress.

David D. Bohannon, *past president*
National Ass'n of Home Builders

I would like to see a very thorough analysis of the benefits and the harm in the "little" or "no down" payment 30-year loan program, which I believe has contributed so much to our present distress. You pointed at it through your challenging editorial in the August issue, but no one seems to have done much about it.

The Round Table's call for a complete impartial study of all US fiscal and monetary policies is most timely.

William A. Marcus, *senior vice president*
American Trust Co.
San Francisco

My one great disappointment is that I see nothing in the recommendations that would bring more money into the mortgage market, except the suggestion of a central mortgage bank.

Being a small man from the stick area of Michigan, I am not familiar with all the complications of the nation's financing problems, but it does seem to me . . . that too many home builders, manufacturers and others in the housing industry have little if any of their own reserves invested in the field that finances marketing of their product. Allocating their reserves to the home mortgages market might be an important means of broadening the volume of money flowing directly into the mortgage field.

Secondly, I was somewhat disappointed that there was no recommendation for a well directed, centralized advertising campaign, sponsored and supported by the various trade organizations of the industry, designed to attract more money into mortgages credit.

I cannot get out of my mind the basic and fundamental need for concerted industry-wide action to garner into the mortgage field the greatest possible ratio of the country's savings.

You should receive the compliments of the entire home building industry for devoting your time and effort to this staggering problem.

James H. Jerome, *executive committee*
US Savings & Loan League

"Commission should restudy the entire economic picture"

. . . an excellent job on the subject, particularly in recognizing the need of relating the building industry to the rest of the economy. I find myself in agreement with practically everything in the report.

I hope something is done about the recommendation urging a commission to restudy the entire economic picture, to better our tax structure, and to suggest some sound means of integrating mortgages into the over-all investment picture.

Once again you have made a real contribution to our industry.

Ernest J. Loebbecke, *president*
Title Insurance & Trust Co.
Los Angeles

Certainly we do need some sort of a commission to study the fiscal and monetary policies of this country. Lowering the insurance premium on FHA Section 203's from ½ of 1% to ¼ of 1% is something that never occurred to me, but it sounds perfectly feasible.

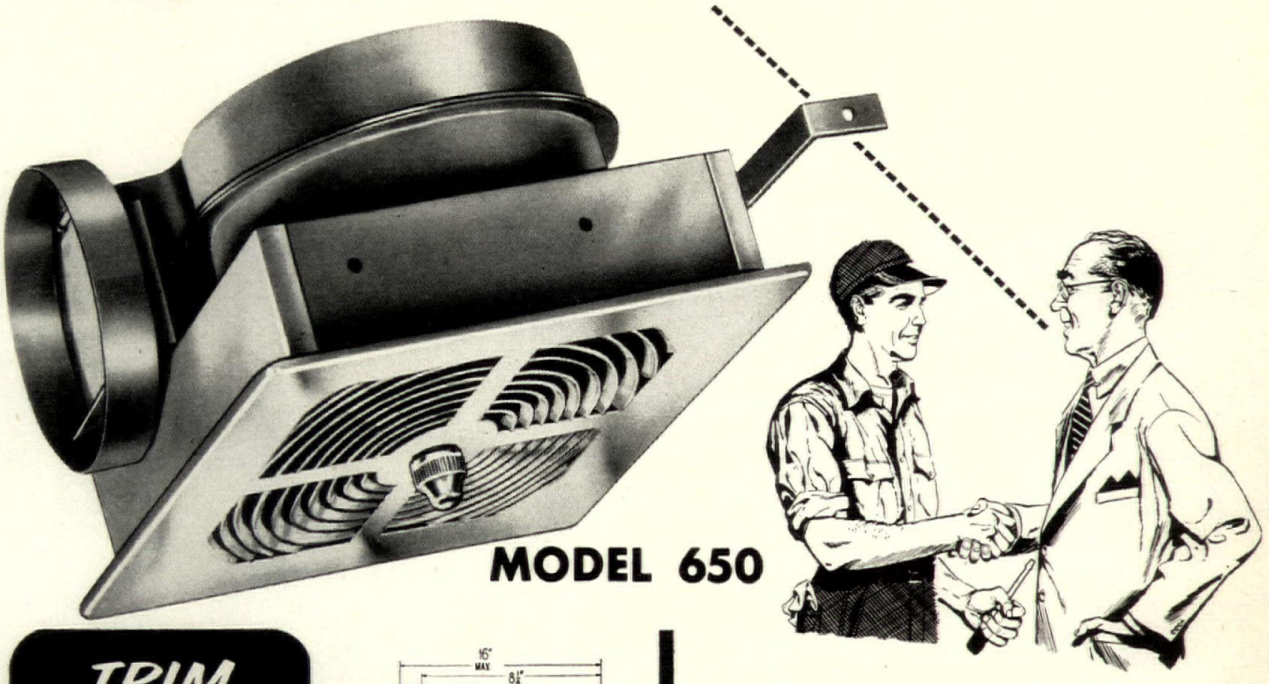
J. F. Zook, *president*
Jay F. Zook, Inc.
Cleveland

Heartiest congratulations on this forthright, statesmanlike and provocative report.

It deserves the careful study of all who seek to advance the important part which housing plays in contributing to the rising standard of American living.

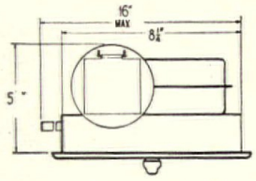
L. Douglas Meredith, *executive vice president*
National Life Insurance Co. of Vermont

FASCO BATHROOM VENTILATOR
...Absolutely the Trimmest!
NEW-DIFFERENT-BETTER



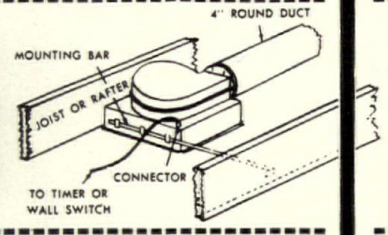
MODEL 650

TRIM
Construction—Only 5" High



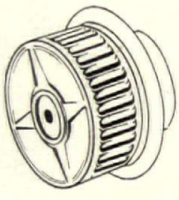
Fits inside 6" joists without protruding . . . leaves ample space for insulation blankets between joists. The exclusive lower 5" depth also permits installation in shallow beamed cathedral ceilings or in bathroom walls framed out to 5" thickness.

TRIMS
Installation Costs



No header necessary! Square housing is nailed directly to side of joist . . . adjustable support bracket extends to the next joist—3 nails and the job is done! This new unit is ideal for remodeling as well, as it installs neatly through a hole in the ceiling without dismantling. This easier-to-install feature trims installation costs by virtually eliminating time-consuming assembly or alignment problems.

TRIMS
All Other Models with More CFM per Dollar



The low unit cost plus the increased efficiency you get gives all other models a sound trimming. The large diameter squirrel cage blower wheel with special housing and entrance venturi delivers more air and gives excellent pressure characteristics. Its oversize motor is rubber mounted for powerful yet quieter operation. Circular louvers in grille give uniform draft-free air intake pattern through 360°.

Meets all FHA requirements for inside bathroom ventilators. 5 Year Guarantee. UL Listed.

SEE IT —AT FASCO BOOTH 438,
NAHB SHOW, HOTEL SHERMAN, CHICAGO
or send coupon for complete specifications.

To: FASCO INDUSTRIES INC. 10 Augusta St., Rochester, N. Y.
Gentlemen:
Please send complete information and specifications on the new FASCO 650 BATHROOM VENTILATOR.

NAME_____
ADDRESS_____
CITY_____ ZONE_____ STATE_____
TYPE OF BUSINESS_____

FASCO Industries, Inc. ROCHESTER 2, N. Y., U. S. A.

Want to build—*and sell*—
P&H ON-SITE ASSISTANCE
P&H HOME DESIGN
P&H SALES COUNSEL
P&H PRECISION ENGINEERING
P&H FINANCING SERVICES
P&H DECORATING SERVICE
P&H ADVERTISING SERVICE

5 to 50 homes this year?

TEAM UP WITH HARNISCHFEGER

Enjoy big-tract benefits . . . make more profit with less risk!

It takes *teamwork* to make more money in today's tight home building market—the kind of teamwork you see here, which brings specialists into action who can help you make more profit from every home you sell.

By teaming up with Harnischfeger, you enjoy all the big tract benefits and economies you need to compete with successful, larger builder organizations. Substantial benefits like professional pre-tested home designs . . . project planning advice . . . liberal financing services . . . realistic cost analysis . . . advertising . . . complete promotional planning . . . sales counseling—all backed by Harnischfeger's 21 years' experience in the home building field.

So, if you're planning to build 5 to 50 (or more) homes this year, it will pay you well to get all the facts on the new Harnischfeger plan . . . see how it can help you take the risks *out* of home building . . . put the profits *in!*

Shown on the opposite page is the actual job site of a leading Midwest P&H project builder.

SEE US AT THE NAHB SHOW IN CHICAGO, JANUARY 20-24

BOOTHS 183 and 200

Get the full story on the new Harnischfeger big-tract benefit plan. Be *sure* to see the new Clover Model Home on display back of the Conrad Hilton Hotel.

ACT NOW! A few select dealerships are still available in Wisconsin, Indiana, Illinois, Ohio, Michigan, eastern Minnesota, Iowa, Missouri, northern Kentucky. Call, wire or write today!

HARNISCHFEGER HOMES, Inc.

Port Washington, Wisconsin • Phone 611

QUALITY P&H HOMES

off the 16″ module does not add 10¢ to their cost.

5. Several manufacturers have just brought out a special 44″ width to fit LuReCo panels and were loath to ask their distributors to stock another special size so little wider. They hoped that if the window for studs 16″ o.c. cannot be narrowed to the LuReCo width, the LuReCo window could be made about 2″ wider. (Round Table Member Lendrum, designer of the LuReCo panels, said he knew several ways this could be done, but Round Table Member Thompson, chief sponsor of LuReCo, saw objections.)

To these protests from the manufacturers the customers replied:

1. It is too bad that so many builders are penny wise and pound foolish, too bad so many builders do not understand the true cost of irregular stud spacing. The Research Institute of NAHB promised a major effort to open builders' eyes to the great savings offered by having the size of all parts (dry wall, sheathing, insulation, exterior facing and windows too) coordinated on the 16″ o.c. stud module. Otherwise it is vain to talk of building with parts instead of pieces. Carpenters paid $3.60 an hour cost close to 20 cents a minute for their productive time, and builders cannot afford to pay 20 cents a minute to cut and fit uncoordinated sizes on the job.

2. It is too bad that the window makers in the past have had to standardize their sizes without being able to consult their principal customers on an industry-wide basis. Their customers now know that coordination with other wall components calls for a narrower opening than multiples of 4″ can allow.

3. Standardizing windows to fit masonry openings but not stud openings is letting the tail wag the dog, for more than 80% of all houses have wood framing (the percentage is much higher outside Florida and the Southwest). There is a market for more than ten million windows a year dimensioned to fit between studs, 16″ o.c. (at 12 openings in 80% of over one million houses a year).

4. Fitting the recess between studs will become even more important when (as is expected) FHA changes its framing requirements to permit a single stud (instead of two studs or a stud and trimmer) on either side of an opening up to 54″ wide under a continuous double 2 x 6″ header. Small Homes Council studies have shown that each extra stud costs close to $4.50 in place.

5. Windows are getting wider, so the most important width is to fit studs 48″ o.c. Sales in this width will probably be three times as strong as in the 32″ o.c. sizes. As windows get wider the cost per sq. ft. comes down fast; some 44″ windows now list for only about 11% more than the same windows 28″ wide. Factory fabricated units to fit 64″ o.c., 80″ o.c., and 96″ o.c. stud spacing will be much cheaper than combining two narrower units.

On the problem of height the customers quickly agreed that:

1. An inch or two plus or minus usually makes little difference.

2. The seemingly precise heights proposed by the first H&H window Round Table (3′, 4′, and 6′) and by the NAHB Research Institute (23″, 34″, 41″, 52″, and 74″) were intended only as suggestions.

3. There is no good reason why the rough opening height should be the same for wood windows as for metal windows. It is not even essential that the rough opening height for different makes of wood windows or metal windows should be the same, nor is it important that the rough opening height for different types of windows (double hung, casement, awning, sliding, etc.) should be the same. On height, the customers said the one fixed point should be the exterior trim line at the window head. This should line up with the trim line over the standard 6′8″ (80″) door over a ¾″ threshold, i.e., it should line up at about 81″. The customers said it is too bad sliding glass doors have standardized at a misfit height of 6′10″, so they cannot line up visually with the other door and window openings.

Under this standard 81″ height the customers suggested that each manufacturer should figure out the best way to meet these five needs:

1. A shallow window about 23″ high that can be used singly in bathrooms or stacked two or three high in other rooms and still leave room (6″ to 8″) under three units for heating outlet, baseboard heating and electric wires to pass underneath. (The bathroom window is also needed in a special 5′ width to fill the end of the common 5′ bathroom.)

2. The bedroom window with a sill just high enough to let 4′ dry wall pass underneath without cutting or patching. (This is the only precise sill height the customers asked.)

3. A kitchen window that would come down as near as possible to the standard 40″ height of a standard 4″ back splash above a standard 36″ kitchen counter without creating a vertical joint. This window would be needed primarily to fit studs 48″ o.c.

4. A living room-dining room type of window with a sill height between 26″ and 30″ so that the bottom glass sightline will be about 29″ or 30″ high.

5. A tall window (stacked or otherwise) that would come down to about 6 above the floor. /END

Want to stop prospects in their tracks?

Just show them the new Westinghouse Built-In Refrigerator-Freezer! Either vertical or horizontal, it's the only built-in with all the deluxe features of the best free-standing refrigerator.

Worried about square foot costs?

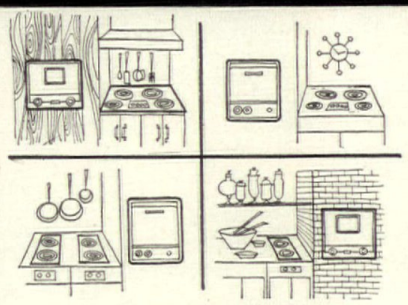
Your answer is the new Westinghouse Space Mates—the complete home laundry, Washer and Dryer, that fit anywhere in just 4 sq. ft.

What's your building problem for '57?

(YOU'LL FIND THE ANSWER IN A WESTINGHOUSE BUILT-IN)

Afraid to gamble with color?

You'll have no worries with the Westinghouse Undercounter Dishwasher. It has a wide selection of front panels in Confection Colors, Brushed Chrome, Antique Copper, Prime Coated steel and template with fittings for wood fronts.



Need versatility in your kitchen plans?

With Westinghouse Built-In Ranges, you can have just the combination you need to fit your plans. 17" and 24" Ovens can be used with either 2- or 4-unit range platforms. The platforms also offer a choice of integral or remote controls.

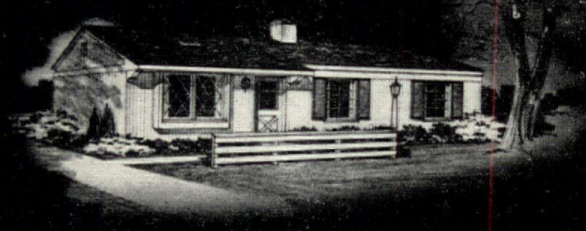
All Westinghouse Built-Ins are available in 5 Confection Colors. Many also come in metallic finishes. All have a family resemblance in design to give your kitchen that well-planned look . . . to make the difference between just showing and really selling! For full details, phone your Westinghouse Distributor or write: Contract Sales Dept., Westinghouse Electric Corp., Major Appliance Division, Mansfield, Ohio.

See these sales-clinching built-ins on display at Westinghouse Exhibit—Spaces 88-93-NAHB Show Conrad Hilton Hotel . . . Chicago . . . January 20-24.

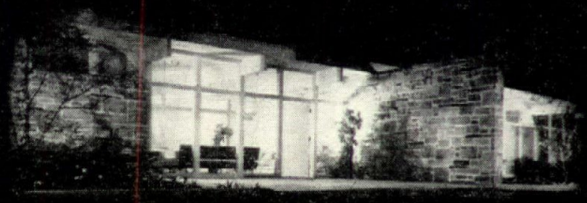
EXHIBITOR NATIONAL HOUSING CENTER

YOU CAN BE SURE...IF IT'S Westinghouse

...Watch Scholz Homes in '57

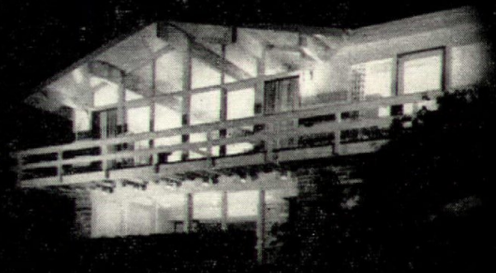


Belle-Aire
$11,000 to $13,000 Range



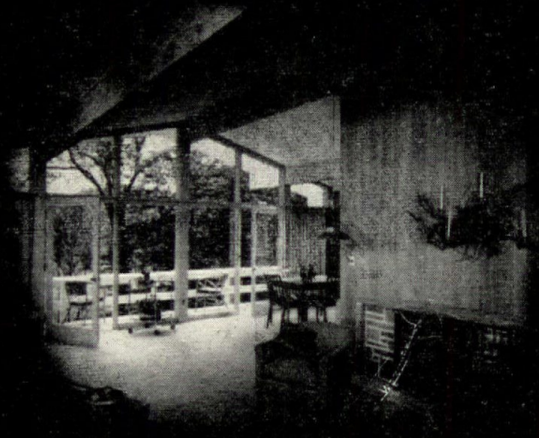
New Steel, Aluminum and Glass
Commercial and School Building

American Colonial
$18,000 Range

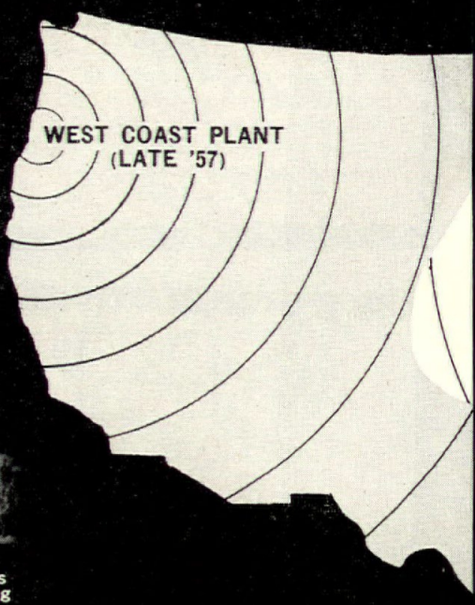


California Contemporary
$30,000 Range

American Colonial
$35,000 Range



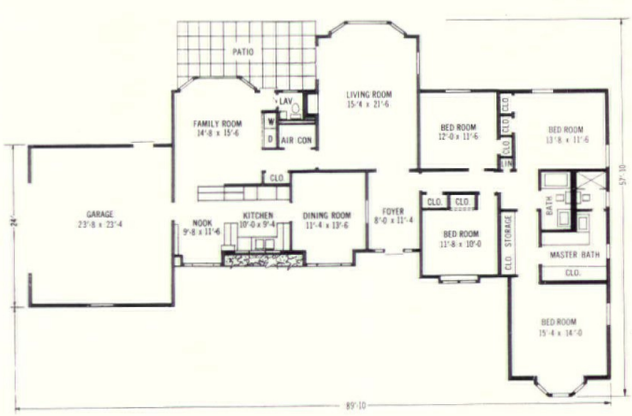
California Contemporary
$20,000 to $40,000 Range



In three short years Scholz Homes has risen to second in the prefabricating industry in dollar volume of shipments.

Its two plants now provide complete coverage of the eastern United States. By late 1957 the west coast plant will provide coverage of the entire nation. These facilities are also backed up by assets in the millions of dollars making possible Land Development, Construction and Low Down Payment Permanent Financing assistance to its builders.

lake forest..... a scholz *American Colonial* design



America's most exciting homes..... the quality... the design... sells itself.

Scholz Homes Inc.

2001 N. WESTWOOD • TOLEDO 7, OHIO

..REGIONAL OFFICES OR PLANTS • WILMINGTON • CHICAGO • ATLANTA • NEW ORLEANS

The Lake Forest model shown ranges from $30,000 to $40,000 less lot, depending on local area costs. Scholz designs and manufactures a wide range of distinctive homes: Contemporary Ranch Western Homes from $10,000 to $20,000; luxury quality California Contemporary Homes from $18,000 to $50,000; and American Colonial Homes from $10,000 to $50,000. All are available to builders throughout the entire United States. Call or write for complete information.

HARRIS
BondWood FLOORING

selected for House & Garden's
1956 House of Ideas

"It was a piece of good luck for us that we found out about your BondWood before we had gone too far with the house."

Deigert and Yerkes and Associates, architects of House and Garden's 1956 House of Ideas at Bethesda, Maryland, go on to say, "The BondWood floor looks very handsome and attracted a great deal of favorable comment. The color of the walnut is especially attractive and with the narrow strip of light maple dividing it into squares, BondWood produces a very rich effect with a pleasing modular pattern. The many comments we have had have all been enthusiastic."

BondWood's unique construction gives it an unexcelled flexibility of design. Straight or varied patterns can be achieved from the wide choice of woods available—Oak, Maple, Beech or Walnut. BondWood's varying pattern of horizontal and vertical slats makes for unexcelled stability—BondWood is easily laid in mastic over concrete or wood subfloor—with a deep, deep beauty of 5/16 inches wearing surface.

Builders and architects everywhere are discovering the sales provoking qualities of BondWood.
Why not write today for a color brochure, giving full details and specifications on BondWood and the entire Harris line.
See our advertisement in Sweet's.

BondWood is a licensed product of its Swiss originator. BondWood is exclusively manufactured and distributed in the U.S. and possessions by . . .

BW **HARRIS MANUFACTURING CO.**
808 E. Walnut St., Johnson City, Tenn.

THE FINEST IN FLOORING SINCE 1898

OUR PRODUCTS ARE EXHIBITED IN THE NATIONAL HOUSING CENTER, WASHINGTON, D. C.

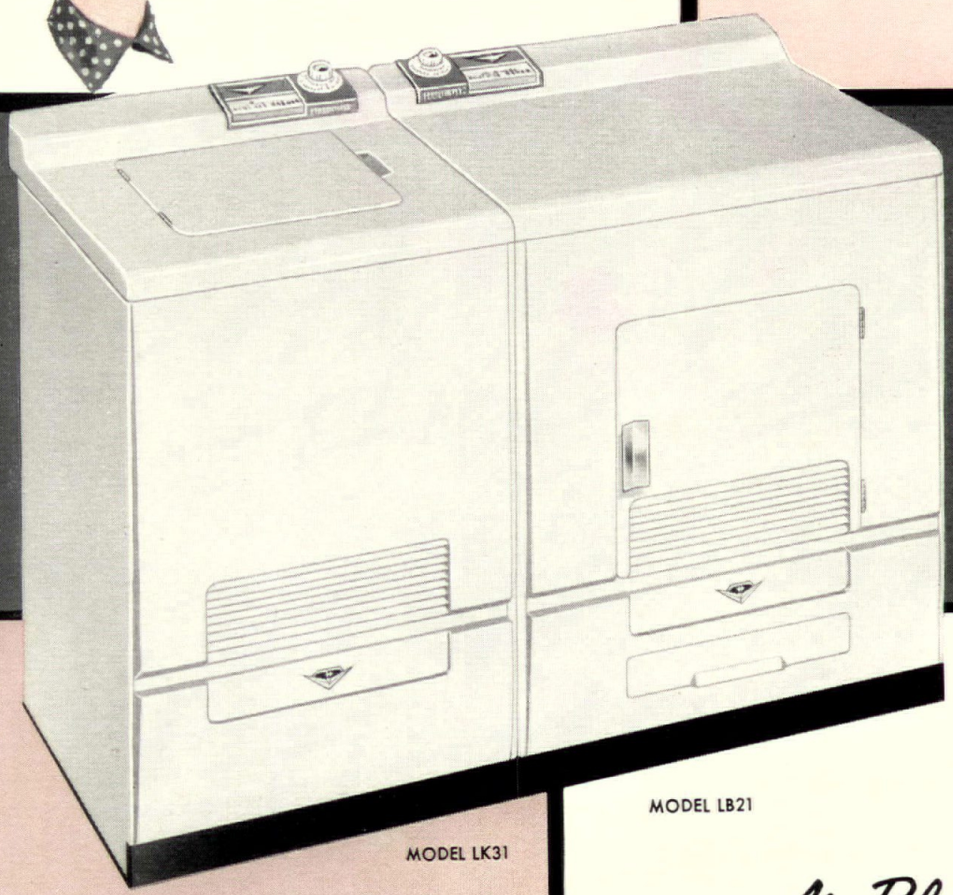
new homes sell easier
and faster with the

Pre-Sold appeal of

Hotpoint HOME LAUNDRIES

The Hotpoint name is an old and trusted symbol of quality and reliability to home buyers everywhere. A Hotpoint Home Laundry in your new homes tells prospects they can buy with confidence, for here is a builder who offers the *best!*

Let this pre-sold popularity help you sell easier . . . faster . . . more profitably. Include a fully-automatic, style-matched Hotpoint Home Laundry Pair in every new home you build—it's the most effective way to reflect the quality of *all* your materials and workmanship. And the cost is surprisingly low!



MODEL LK31

MODEL LB21

more
Seeable QUALITY
means more
Sellable HOMES!

Hotpoint *All-Porcelain* AUTOMATIC WASHER

- Wond-R-Dial Controls Normal and Delicate Washing Cycles
- Deluxe Thriftivator Water Action
- Spray Rinse • Deep Overflow Rinse
- Solid-Wall Spin Tub • One-Piece Construction
- Automatic Circuit Breaker with Reset Button
- All Porcelain Finish—Inside and Out

Hotpoint *Air Blower* AUTOMATIC DRYER

- Precision Electric Timer—Times Up To 90 Minutes
- Calrod® Heating Units • Wide 'N Deep Lint Drawer
- Fully Insulated One-Piece Chassis
- Safety Cut-Off Switch • Installs Flush-To-Wall
- Can Be Plugged In To 115 or 115/230 Volt Circuits
- All Porcelain Chassis and Drum

Use Hotpoint's top-quality features to help you sell your new homes. See your Hotpoint Distributor's Builder Specialist for complete feature and price information on sales-building Hotpoint Home Laundries.

in today's tighter market

the Hotpoint BUILDER PROGRAM offers you maximum home selling support . . .

and maximum profit opportunities!

1957

is going to be a *good* year for *good* builders—

because Mr. and Mrs. America want *good* homes—

homes that are well designed, well constructed, and completely equipped.

They have the money to buy quality—and the ability to appreciate it.

1957 will be a tough, competitive year—but it will be a profitable

year for builders who give home-buyers what they want.

That's why successful builders—builders who are increasing their

1957 home production over 1956—are choosing Hotpoint—

The Quality Line—"The Builder's Line of Appliances."

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION

HOTPOINT CO. *(A Division of General Electric Company)* ***5600 Taylor Street, Chicago 44, Illinois***

Hotpoint offers builders the industry's widest, most profitable variety of models, prices, features, and colors!

The kitchen is the focal point of interest in a modern home and that makes the Hotpoint *Built-In Cooking Center* one of the most powerful sales assets in the building industry.

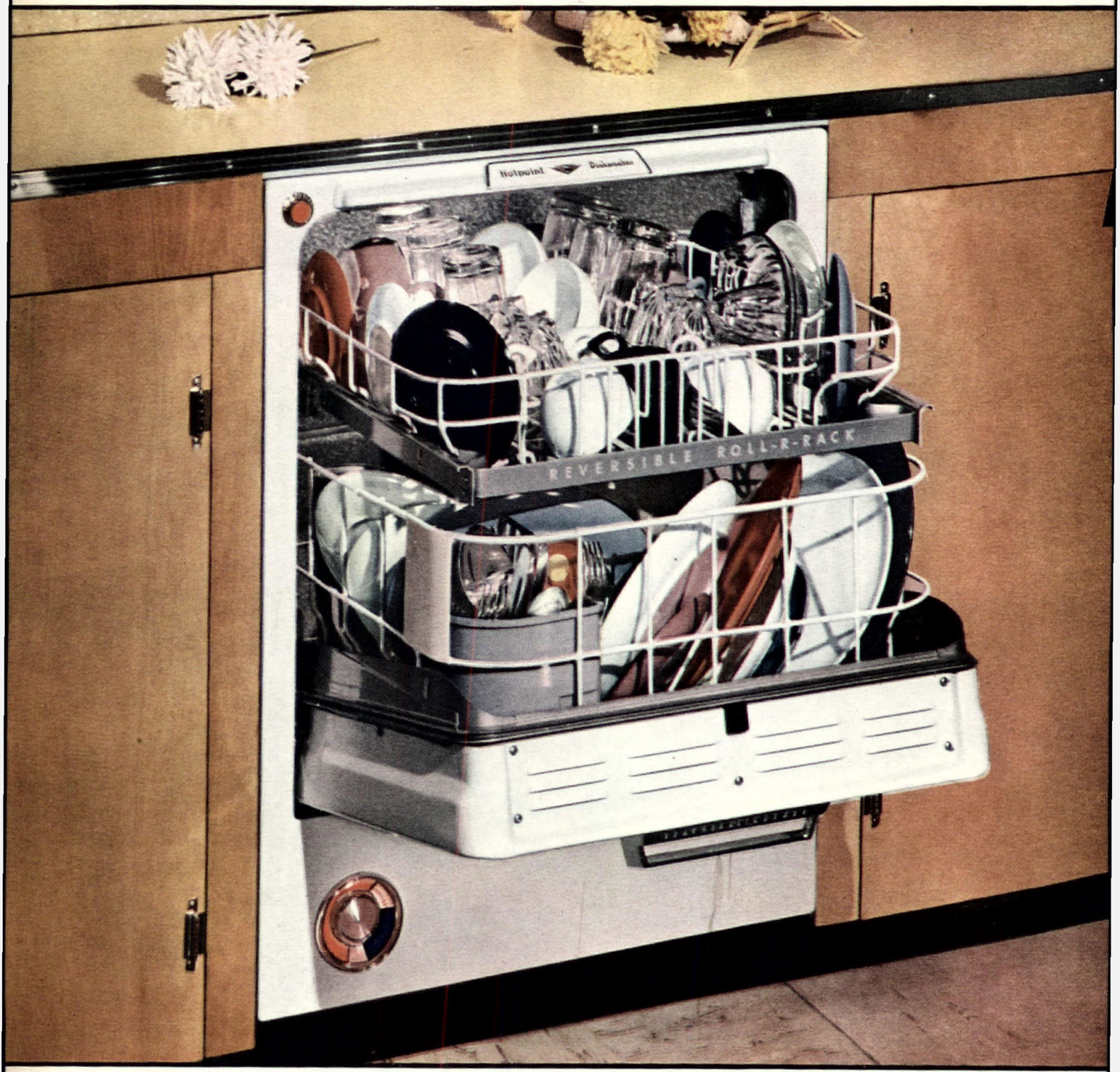
Styled and engineered to Hotpoint's famous high standards, these truly superior units have been pre-sold to your customers by powerful national advertising. Only Hotpoint brings you such a complete variety of models and prices. Only Hotpoint offers you a "home selling" combination for every type of house—in every price bracket.

- **Your choice of five ovens** . . . De luxe Bi-Level Double Oven Model and 4 single oven models—all fit into a 24-in. cabinet. There's a host of new women-wanted features—the Roast-Right Thermometer for perfect roasting of meat and fowl, Rota-Grill Rotisserie for "outdoor style" barbecues in the kitchen, Automatic Timer, Picture Window Door, Eye-Level Controls, Handi-Raise Broiler Racks, Calrod® Bake and Broil Units—and many, many more.
- **Your choice of seven surface cooking sections** . . . three 4-unit models including de luxe 30-in. Stack-On with pushbuttons and automatic controls, special 30-in. Drop-In, and special 21-in. Drop-In. There are three 2-unit sections with remote control pushbuttons, a plug-in automatic Golden Fryer, and plug-in automatic Golden Griddle.
- **Your choice of seven finishes** . . . Matching ovens and surface units are available in 5 glowing Colortones, rich Coppertone, and gleaming Stainless Finish.

of Built-ins"

COLORTONES

HERE'S *the* APPLIANCE THAT WILL HELP SWING HOME SALES YOUR WAY...



Roll-R-Racks roll out separately for easy loading—hold complete service for eight—and are preferred better than 4 to 1 over ordinary racks!

IT'S *the* APPLIANCE THAT WOMEN WANT!

the Great Hotpoint DISHWASHER

No other appliance . . . no other dishwasher . . . gives you such positive advantages over competition!

Offer home-buyers a Hotpoint Dishwasher and you tell them two important things about *you*.

- First, you've gone "all the way" in planning for their life-long comfort and convenience—without scrimping or cutting corners.
- Second, the superior quality you're offering in a Hotpoint Dishwasher is matched by equipment and construction of similar quality all through the home.

When your homes offer Hotpoint Spot•Less Dishwashing, they offer an important *built-in value* that every home-buyer understands and appreciates!

ENGINEERED *for* BUILDERS—

for fast, easy installation—

All connections from front!

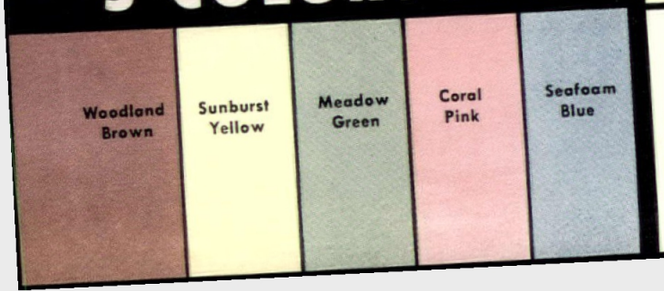
Just "rough in" plumbing and wiring . . . and shove the Dishwasher into place. Then all connections can be made from the front to save time, work, and installation costs. Hotpoint Dishwashers are 24″ wide, 25″ deep, 34½″ high, fit into standard cabinet openings, and come in gravity-drain and pump-drain models. Operate on 115-volt, 60 cycle AC circuits.

8 Beautiful Finishes

White • Coppertone • Stainless Steel

and

5 COLORTONES

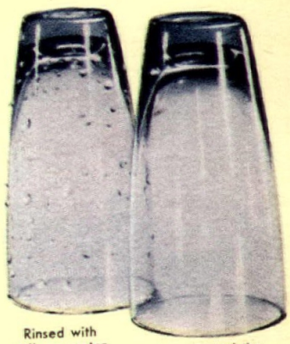


offer Hotpoint

spot•less washing . . .

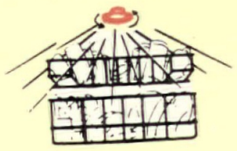
spot•less rinsing . . .

spot•less drying . . .

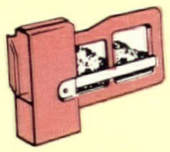


Rinsed with ordinary water.

Rinsed the Spot-Less way.



- **Automatic pre-rinsing**—New, more powerful action loosens food particles and flushes them down the drain—*before* washing action starts. No need for hand rinsing!



- **Spot•Less washing**—Two separate 5-minute washes—with *fresh* detergent automatically released for each wash—remove every trace of food soil and dulling film.

- **Spot•Less rinsing**—Super wetting agent—"Rinse-Dry"—is automatically injected into the second of two thorough rinses. "Rinse-Dry" breaks surface tension of water and prevents drops from forming to dry as spots.

- **Spot•Less drying**—The automatic result of Spot•Less washing and Spot•Less rinsing, followed by sanitary drying in electrically heated, pure air.

Hotpoint Spot•Less Action makes dishes sparkle, glasses gleam, silver glisten, pots and pans shine!

It Cooks In Minutes Instead of Hours... Seconds Instead of Minutes!

Today's kitchen sells the home—and here's the "something unusual" that is pulling home buyers out to homes and into kitchens.

Hotpoint's new Electronic Cooking Center offers a revolutionary method of cooking that draws excited attention wherever it is shown. Through the miracle of microwave, it cooks in *minutes* instead of hours, *seconds* instead of minutes—*automatically!* Even more amazing, only the *food* gets hot; non-reflective cooking utensils—such as china, glass and paper—and the inner walls of the Electronic Compartment remain cool to the touch.

You can *prove* these startling facts—and give your prospects a treat at the same time—with crowd-pleasing demonstrations. For instance, cook frozen fish bits in just 30 seconds. The food is thoroughly cooked, too-hot-to-handle —but the plate is cool! And that is just one of the many ways you can create *real* excitement in your new homes with the Hotpoint Electronic Cooking Center.

creating the excitement that leads to sales...

Hotpoint electronic cooking center!

The versatile Hotpoint Electronic Cooking Center is also designed as a free-standing appliance. Deluxe wood-finished cabinets are available in a choice of light birch or dark mahogany.

All-Calrod® Companion Oven . . . while the balance of the meal is cooking in the Electronic Cooking Compartment, meats, fish or fowl can be quick-broiled in the All-Calrod Companion Oven. Broils 12 steaks to perfection in 10 minutes!

Put this traffic-building appliance to work selling *your* homes. Ask your Hotpoint Distributor's Builder Specialist for *all* the facts on the sensational Hotpoint Electronic Cooking Center. It offers the only really new cooking principle since the discovery of flame!

On way to 460-home total, milling prospects at Winston Park had bought 169 houses by 10 A.M. Saturday. At right are builders David Muss and Norman Winston, sales manager Bob Richards.

How Alfol Insulation helped these men sell 460 homes in one weekend!

"Build better, then sell harder!"

In the Chicago suburb of Melrose Park, it was this formula that enabled master builders Norman Winston and David Muss to sell 460 new homes in a single two-day weekend!

Details of the "super" promotion of Winston Park Homes would fill an entire merchandising text. But the real key was *superior construction.*

Insulation merchandised

One of the many top features of these homes was full insulation — including sidewall protection with Borg-Warner's ALFOL Aluminum Foil blanket.

As an index to quality, buyers were told the importance of wall insulation. How ALFOL, its foil layers reflecting 95% of all radiant heat, means greater comfort, extra savings . . . plus full protection against moisture condensation.

Unsurpassed efficiency

ALFOL excels in ceilings, too. Unsurpassed for year-'round value, its amazing superiority in summer makes a difference your prospects can actually *feel!*

Why not investigate clean, easy-installing ALFOL for your next job. Learn why it can be *your* key to better construction, faster sales.

Send today for your free copy of the new 24-page ALFOL Data Book. No cost or obligation.

See ALFOL installed at the NAHB Show in Chicago ... Booth 731, Coliseum

See for yourself how one easy installation can give you full insulation . . . plus a positive vapor barrier. Don't miss the ALFOL demonstrations at Borg-Warner's big NAHB exhibit in Chicago.

ALUMINUM FOIL
AL FOL
INSULATION

BUILDER BORG-WARNER PRODUCTS B-W YOUR KEY TO BETTER BUILDING

6DB1

REFLECTAL CORPORATION

A subsidiary of Borg-Warner Corp.

310 South Michigan Ave., Dept. B-8, Chicago 4, Ill.

Export sales subsidiary:
Borg-Warner International Corp.
36 So. Wabash Ave., Chicago 3, Ill.

Never before a home

Never before

Never before a home

The NEW United States

See these beautiful homes on display every
at the parking lot next to the

so *fabulous!*

a home so *exciting!*

like it!

THE HOME YOU HAVE
BEEN WAITING TO SEE

Steel Homes for 1957

ON DISPLAY AT THE NAHB CONVENTION

day during the NAHB Convention
Blackstone Theater
...the corner of Wabash and Balbo Streets

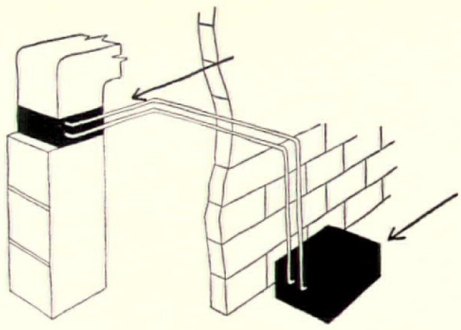
Manufactured by
UNITED STATES STEEL
homes
NEW ALBANY, INDIANA • DIVISION OF UNITED STATES STEEL CORPORATION

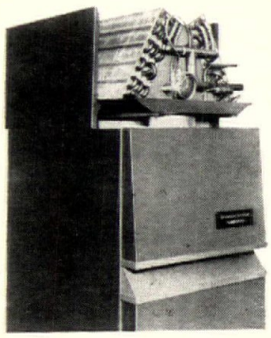
for further details check numbered coupon, p. 270

These air conditioners need no water

Nearly every air-conditioning firm now offers air-cooled equipment in addition to a regular line of water-cooled units. When water is available for summer cooling it generally will give the most efficient operation. But in where water is too scarce or the answer is air-cooling.

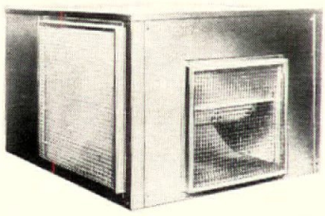
Because outside air is needed for its operation, the air-cooled system involves a split installation. As shown in the sketch above, part of the refrigerating mechanism is located outside the house, connected by refrigerant piping to a separate section inside. The refrigerant circulates continuously, picking up heat from the house and dissipating it outside. Efficiency depends on locating the two sections as close as possible to each other.



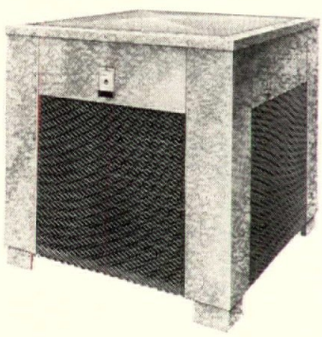


MM

SEPARATE COOLING or combined cooling and heating is available in the new Worthington air-cooled unit. The cooling-coil section (shown above) can be installed in an attic, crawl space, basement, closet or other similar spot. Special furnaces are available in vertical or horizontal models, to team with the cooling section if you want to combine cooling and heating. Cooling is available in two, three, and five ton sizes. Worthington Corp., Harrison, N. J.

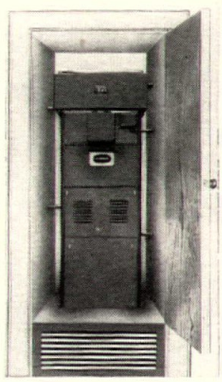


can use its own or heating system ducts. Models are available in capacities of 2, 3, and 5 tons. Thatcher Furnace Co., Garwood, N.J.



OO

TWO, THREE AND FIVE-TON UNITS are available in the American-Standard system. Above is the air-cooled condensing unit which is located outdoors. Like other makes, the equipment only requires electricity and air for operation. Thermostat packages are available. American Standard, Air Conditioning Div., American Radiator & Standard Sanitary Corp., Elyria, Ohio.



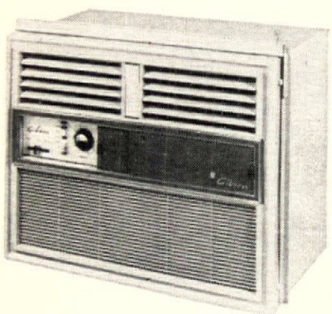
PP

FOR BASEMENTLESS HOUSES Typhoon has designed an air conditioner to be installed in a utility closet. The cooling coil section slides into a compact housing on top of the furnace (above). Typhoon supplies a closet blueprint so that builders can quickly specify minimum closet dimensions for the equipment. Typhoon Air Conditioning Co., Brooklyn 15, N.Y.

NN

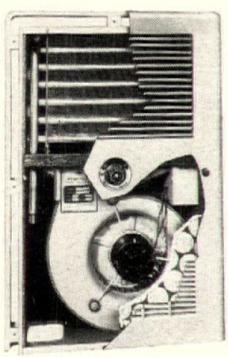
FOUR-ROW CONDENSING COIL of the Thatcher conditioner dissipates house heat to the outside air. Like others shown on this page, the system

Here are three new room units



QQ

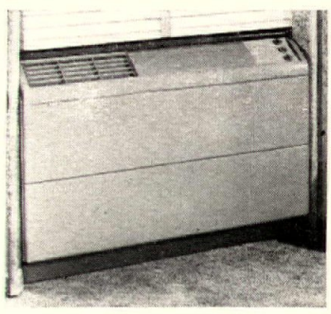
THE SLIMMED-DOWN LOOK of room air conditioners appears in the Gibson "Trimline" room air conditioner: 17½" front to back, in ¾ and 1 hp models. Company claims 1 hp unit is the first of its size to operate on standard 115 v. current. A Gibson innovation called "Air Sweep" is said to move clean, fresh air from wall to wall in a gentle oscillating motion. Air can also be directed from floor to ceiling. Gibson Refrigerator Co., Div. of Hupp Corp., Greenville, Mich.



RR

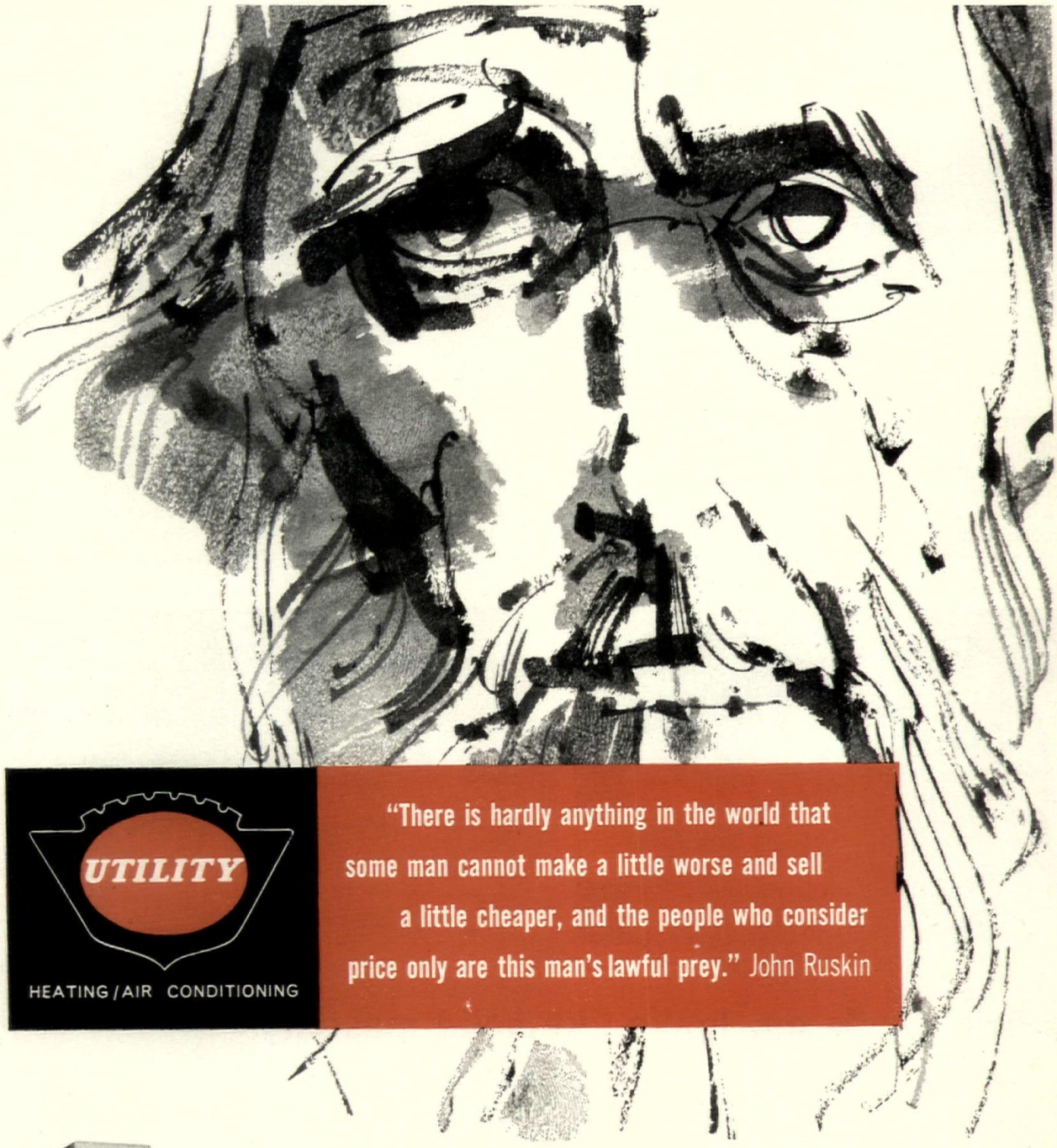
CHILLED WATER circulates to a Remotaire unit during the cooling cycle. Chiller may be located in basement, utililty room or garage.

Each room unit permits individual room temperature control. The Remotaire is designed in 150 and 300 cfm. capacities, and can be free standing or partly recessed into the wall. American-Standard Plumbing & Heating Div., N.Y.



SS

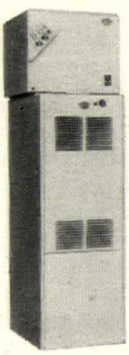
COOLING FOR HOT-WATER heating system is supplied by Carrier Console air conditioner. The individual room units can be built into the wall, or suspended from the window sill without making major changes in the piping system. Each Console is 12 11/16" in depth, and half this can be recessed into the wall. The outside air duct requires an opening 5½" high x 24⅞" long. Switch, thermostat and air damper controls are located on top of the unit. Carrier Corp., Syracuse 1, N.Y.



UTILITY

HEATING / AIR CONDITIONING

"There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey." John Ruskin



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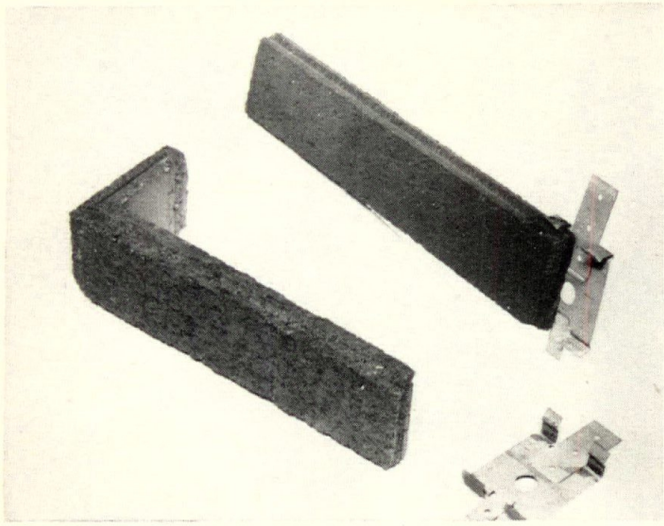
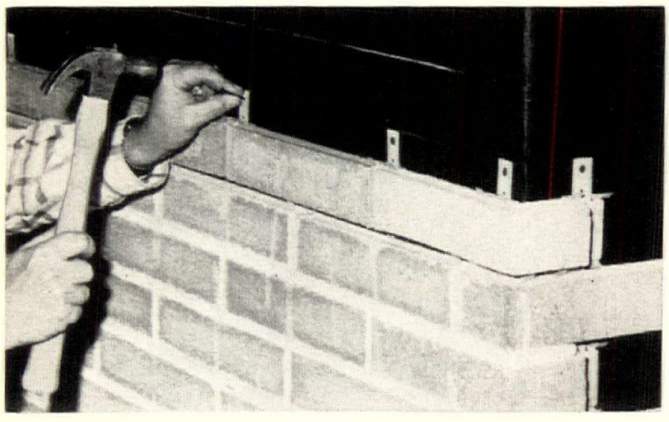
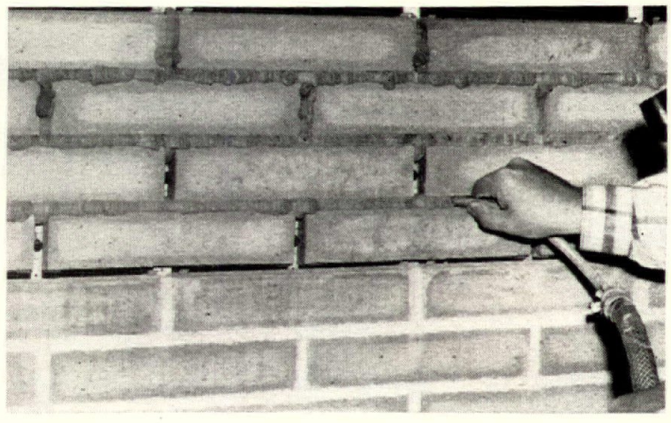
for further details check numbered coupon, p. 270



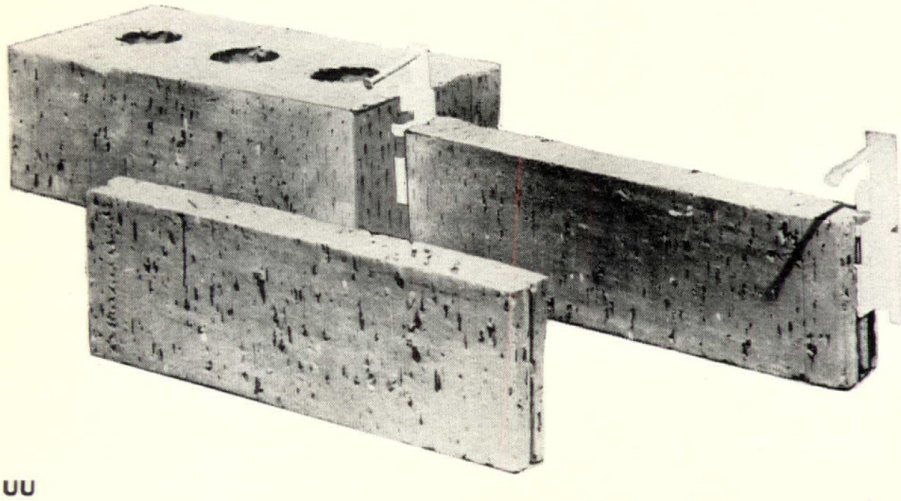
TT

RE-NU-VENEER is a ¾″ thick slab of hard-burned Norman size brick which is attached to exterior or interior walls by placing each unit in a metal clip which is nailed to the existing wall. Brick courses are marked with chalk lines on house walls, and separate Re-nu-veneer bricks are set to the chalk lines with the metal clips. The clips hold each unit in place, permit an equal distribution of weight on the wall. After units are in place, a plasticized Portland cement mortar is applied between the joints and tooled as in conventional brick masonry. "L" shaped corner units (shown in the photograph) give a genuine brick appearance on all corners. Material is claimed to be fire-resistant, insectproof and to insulate in both warm and cold weather. Structural Clay Products Institute, Washington 6, D.C.





This brick nails on, looks like solid masonry



UU

EMPRESS CLAY BRICKTILE facing looks like brick veneer but is only ⅛ as heavy. It is anchored to a surface by normal tile-setting methods or—to a wooden surface—by a small nailable anchor located in the vertical joint between bricktiles. Each anchor has two flanges that engage in the shallow groove in each end of the bricktiles. Joint space of ⅜″ is automatically attained by special spacer flanges. Regular brick mortar is then tooled in open joints between bricktiles. Company says this dry-wall construction method is made crackproof by use of special vertical joint fillers. Bricktile has nominal face of a regular brick—2¼″ x 8″; thickness is a nominal ¾″. (In shipping, five bricktiles are sandwiched together into a clay-bonded single unit the same size as a regular brick and shipped the same as a regular brick.) On arrival at site, the mason taps the standard size brick and it separates into five ¾″ brick-face tiles. Price range will be about 65¢-85¢ psf of completed surface. Empress Bricktile Co., Div. of Felder Engineering, San Antonio, Tex.

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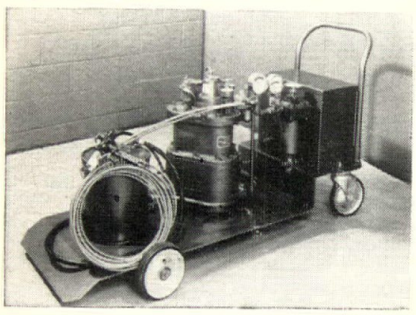
Here are three new products for fast painting

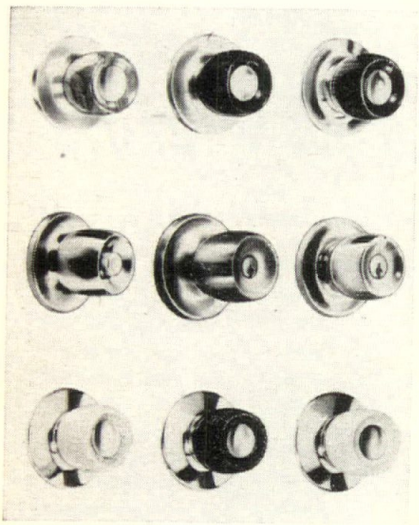
VV
AIRLESS PAINT SPRAYER uses pressures up to 600 psi to atomize and deliver paint. Because no air is added, fog and overspray is sharply reduced. This gives faster, cleaner spray painting and saves up to 25% in paint. The dolly mount makes it possible to move the unit quickly from job to job, and the lightweight gun is easily used for long periods of time. Nozzle sizes range from a 3″ pattern width at 10″ and .06 gal. per minute flow rate to a 22″ pattern and .7 gal. per minute flow rate. Cost on outright sale basis (leasing arrangements can be made) is $2,394.70, including license fee. Bede Products Corp., Jackson St., Amherst, Ohio.



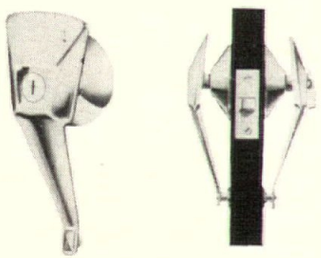
WW
NEW PAINT GUN is designed like a centrifugal pump. Rogers Rotary Magic Painter is powered by a self-contained Westinghouse motor that spins the rotor blades at speeds up to 22,000 rpm, pumping the paint from a twist-on aluminum can. Dial on handle regulates speeds. Paint spread can be controlled from a fine line to a foot or more, company says. Gun can be used with any water base or oil paint, is claimed to be nonclogging, capable of being cleaned in 60 seconds. Weight is 3 lbs. Manufactured by Martin Stove & Range Co., Rogers Rotary is sold by NAPCO, Inc., Cleveland 18, Ohio.

XX
NEW MULTICOLOR PAINT for interiors is sprayed on, needs no primer coat. Neo-Fleck covers raw wood, plaster or wallboard in one coat, it is claimed. The new paint will not support fire, is virtually odorless and keeps indefinitely in the can. It can also be used after accidental freezing. One coat of Neo-Fleck is said to deposit a slightly thicker paint film than two coats of brushed on conventional paint. It hardens somewhat slower than lacquer-base multicolors, but is scrubbable after two-three weeks. Now being introduced in a few localities, it will soon be available nationally in a range of 18 colors. US Gypsum Co., Chicago, Ill.

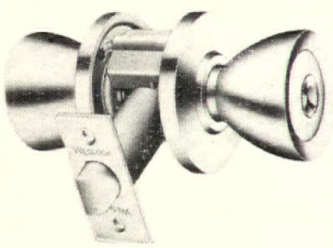
Knobs and locks get sculptured look



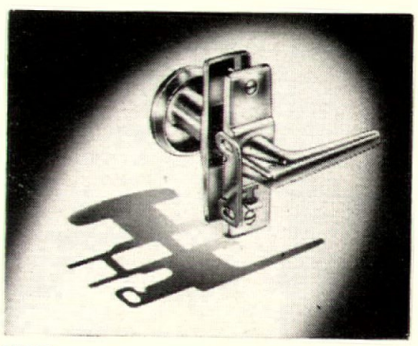
YY
NEW DOOR HARDWARE blends woods, metals and ceramics to form locksets, escutcheons and knobs in two style lines. "Era" is an elliptical knob in brass and bronze, "Tempo" (shown above) is a miniature barrel-shaped knob that mixes wood and metal or ceramic and metal. Color range is varied. Woods like cocobola, ebony and rosewood lend a luxury touch to most doors and the color-flecked ceramic and satin-finished metal of the "Tempo" knobs help coordinate door design and color throughout the house. Escutcheons are in either wood or metal in a variety of shapes and sizes. Russwin hardware. Russell & Erwin Div., New Britain, Conn.



ZZ
NEW KNOBLESS LOCKSET operates by touch control. Only a slight push or pull is needed to open or close a door. "Touch Control Lokset" comes in several colors and finishes for contemporary or traditional houses. Latch operates on combination slide and swivel principle and uses less spring pressure. Prices are: Lockset, $8.40; Passage, $4.80; Bath, $5.90; Bedroom, $5.90. Screw Machine Products Co., Portland 20, Ore.



AAA
RESIDENTIAL LOCKSET has a knob shaped like an inverted cone, is one of a series in a new line by Weslock called Sunray deluxe. Entry lockset with spring latch, shown here, is locked from the inside by depressing push button. It is designed for doors 1⅜″ to 1¾″ in thickness. Company also produces cabinet hardware in the same shape with back plates in square or star shapes. Prices for model shown here range from $6.78 to $7.44 depending upon finish. Western Lock Mfg. Co., Los Angeles 4, Calif.



BBB
NEW LOCK for aluminum screens and combination doors is handsomely styled. Self-locating tie screws and adjustable stainless steel strike are claimed to reduce installation time. Lock has a weather protected finish, is made for doors ⅞″ to 1¼″ thick, needs only three 5/16″ holes through the door. It is also available on special order for doors down to ⅝″ thick and will fit door stiles as narrow as 1½″. Low 1½″ lever projection allows installation on narrow jambs. New lock is designed primarily as original equipment for manufacturers of aluminum screen and combination doors. Dexter Lock Div., Dexter Industries, Inc., Grand Rapids, Mich.

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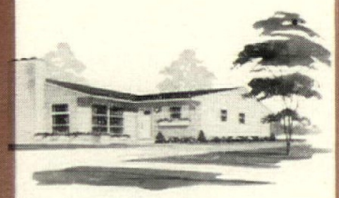

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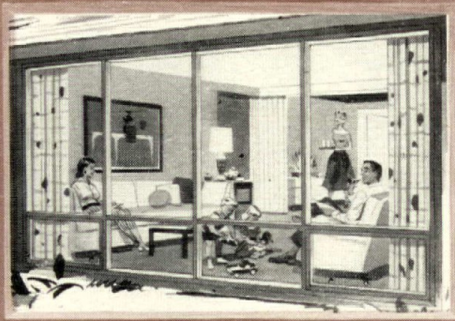

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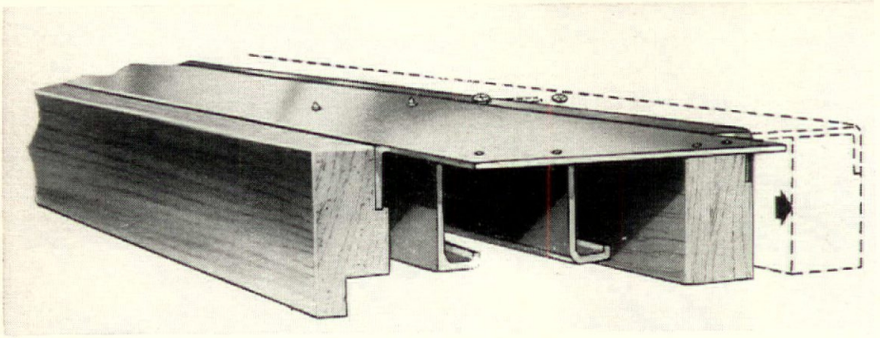
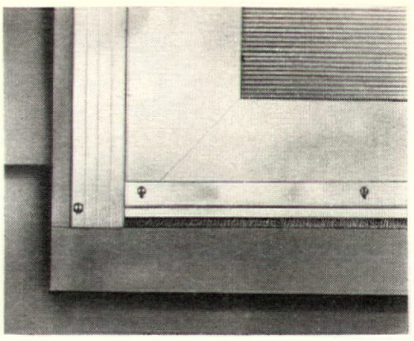


CCC

KENNA-PAK is a new preassembled header unit for wardrobes using ¾" and 1⅜" sliding doors. It consists of an adjustable steel header plate with wood nailing strips attached to front and back. Included, too, is a Scottie 2050 aluminum track, factory set for 1⅜" doors, which is adjustable for ¾" doors. Interchangeable Scottie hangers and nylon guide sets complete the package. Of special interest is the adjustability of the Kenna-pak header to wall thickness from 4½" to 5⅜". Factory installed wood nailing strips permit a wide choice of standard trim or casing which can be applied to leave a normal 3/16" reveal. Prepierced holes in header plate extensions make nailing to side jambs easy. Unit is then raised into position and nailed directly to studs of the rough openings, independent of the rough header. Available in 48"-2 door; 60"-2 door; 72"-2 door; 72"-3 door and 96"-4 door packaged sets. Prices range from $12.50 to $23.95. Kennatrack Corp., Elkhart, Ind.



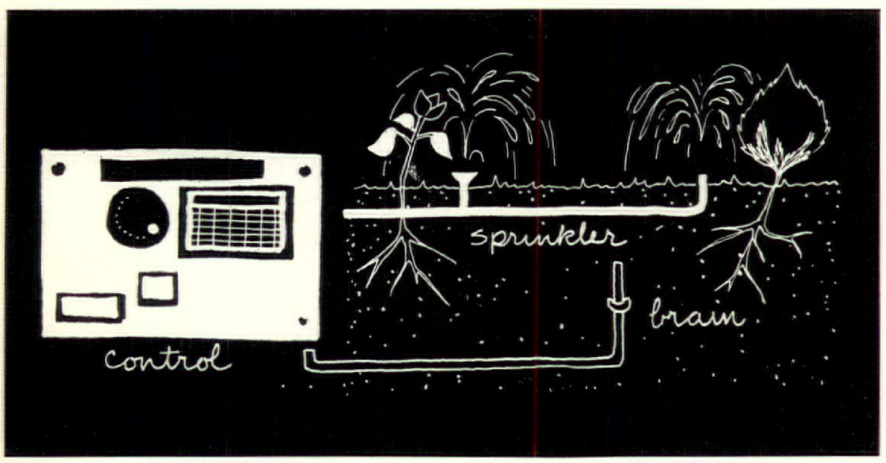
DDD

WEATHERSTRIP OF ALUMINUM AND WOOL PILE for bottoms of aluminum combination doors adjusts as much as ¼" along door sill to keep out drafts, rain, snow, etc. Wool pile is claimed to last the life of the door itself. Wool fibers locked into a plastic backing are permanently gripped in a rigid extruded aluminum bar. Weatherstrip comes in polished aluminum or anodized satin finish, has adjustable slots for mounting. Schlegel Mfg. Co., Rochester 7, N.Y.

Five handy ideas to meet a variety of today's problems

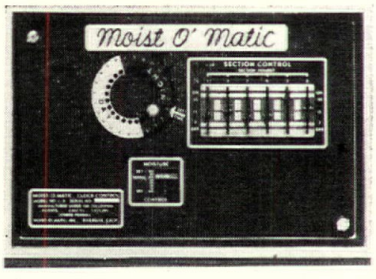
EEE

FLEETWOOD '57 (left) is Crawford Door Co.'s big new line of garage doors —72 single-door styles and sizes are available, and there are 60 double-door combinations. Doors come two to eight panels wide and from four to five sections high. All models need 3" side room, 11½" headroom. Company also offers a special double horizontal track which cuts required headroom to 2½". Crawford Door Co., Detroit, Mich.



FFF

AN UNDERGROUND water sprinkler that thinks. Automatic sprinkler that "thinks" keeps lawns green and growing. An underground hydrostat, which measures the amount of soil moisture available to plant roots, turns on water when moisture falls below the point at which plant growth is retarded. Clock control lets user determine the hour when water is to delivered after the hydrostat calls for moisture, and section controls let user adjust the watering schedule in each section of the lawn or garden so that each part gets the required amount of water. In large scale developments, the system might be offered as standard equipment. Moist O'Matic Inc., Riverside, Calif.



GGG

CENTRAL VACUUM CLEANING SYSTEM has its tank-type receptacle and motor in the garage. Pneumatic 2" aluminum tubing extends under floors or overhead to floor or low-wall inlet sockets. Central tank, which requires infrequent emptying is 16" in diameter and 27½" high. Two models are available initially with ¾ hp-90 cfm and 1¼ hp-120 cfm capacities. Costs vary from about $350-$400. Sequoia Vacuum Systems, San Carlos, Calif.

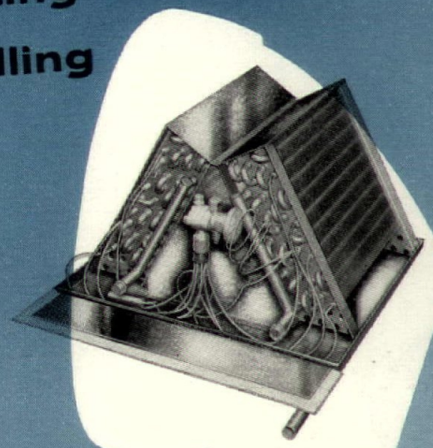
now, adding Cooling

to Williamson Heating is as easy as installing a telephone!

Yes, you can now delay that important "Yearound Air Conditioning" decision until your home is completed and your buyer decides whether he wants cooling added to his heating equipment immediately or not. Simply install a WILLIAMSON Warm Air Furnace with a cooling coil enclosure—the latter at practically no extra cost. When the buyer decides on cooling it can be added almost as simply as adding a telephone.

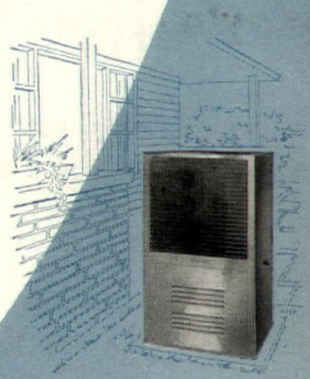
Remember, Williamson has a size and a type of central cooling unit and furnace to fit any size home you are building. No water required—no costly plumbing.

See our 12 page insert in SWEET'S Light Construction File.



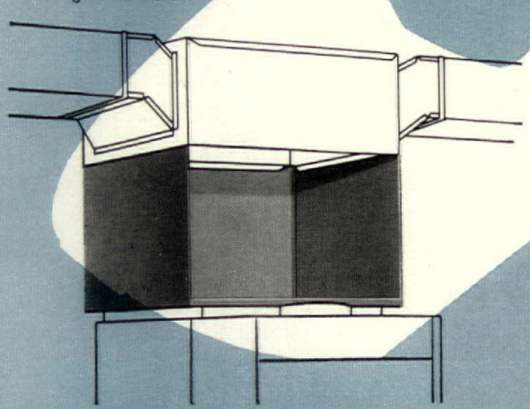
"A" Type
Plenum Coil

WILLIAMSON



Outdoor Waterless
Refrigeration Condensing Unit
(for all Wethermatic units)

High Boy with
Cooling Coil Enclosure



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Name_____

Address_____

City_____ Zone____ State_____

The lady raves

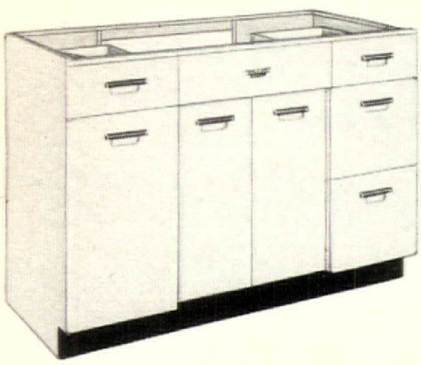
ABOUT A LOVELY, CAREFREE STAINLESS STEEL SINK

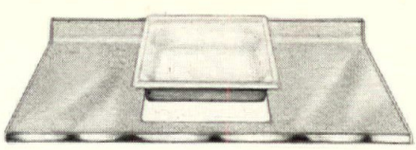
The beautiful, durable satin finish of ENDURO® Stainless Steel—made by Republic! It won't chip, flake, tarnish, or wear through. Its glowing finish actually improves with use. And this gem of a sink is set in a Republic Steel Kitchen undersink cabinet loaded with wonderful conveniences the lady will love and appreciate for life!

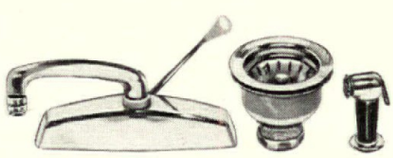
The builder saves

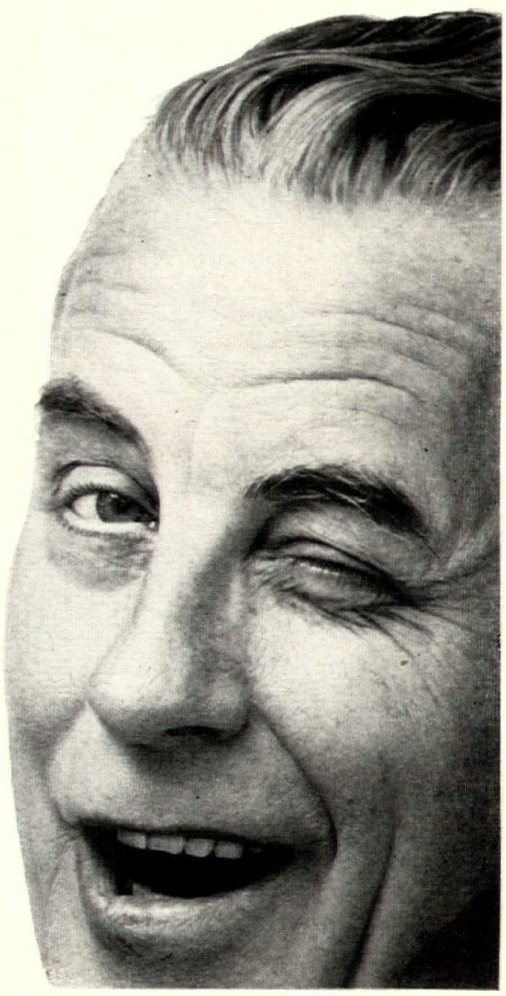
WITH REPUBLIC'S VERSATILE ECONOMICAL STOCK UNITS

Nothing is "special order" when you can freely specify from Republic's giant line. Complete sinks or drop-ins, in stainless steel or porcelain, in blending colors or white. Undersink units, from 24″ sink fronts up to 6-foot complete work centers. A big selection of modern fitting kits. You'll save more, sell your homes faster, with Republic Steel Kitchens. Call your nearby distributor, or write to Republic Steel Kitchens, Builder Sales, 1028 Belden Avenue, Canton 5, Ohio.









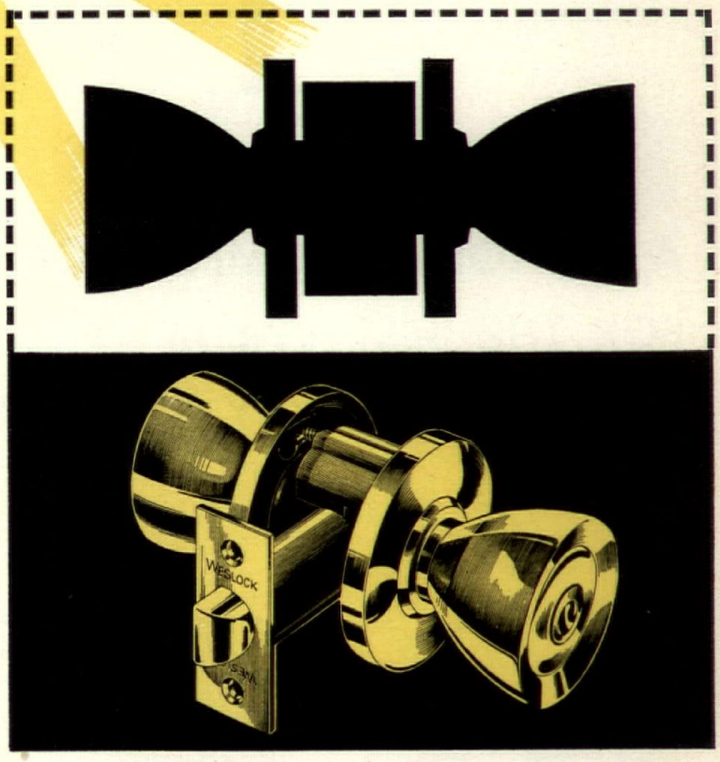
REPUBLIC STEEL *Kitchens*

IN CLASSIC WHITE
TEMPO TURQUOISE
LARGO YELLOW
PRELUDE PINK

On display at the Builders Show—Sherman Hotel, booths 494–496.

Sunray De Luxe by WESLOCK

PROFILE *of* BEAUTY



- ***LARGER***
- ***MORE IMPRESSIVE***
- ***LUXURY DESIGN***
- ***MATCHING CABINET HARDWARE***

and

- ***BUDGET PRICED***

LARGER LOCK CASE . . . . . 2⅛" BORE
LARGER ROSETTE . . . . . 2½" DIAMETER
THICKER ROSETTE . . . . . 5/16" THICK
GREATER KNOB PROJECTION . . . . 2¼" FROM DOOR

SUNRAY De Luxe LOCKSETS

Booth 433
Sherman Hotel,
Chicago

National Association of HOME BUILDERS Convention Exposition January 20-24 1957

WESTERN LOCK MFG. CO.
"The Style Leader"
Manufacturers of Weslock Residential Locksets and Builders Hardware

GENERAL OFFICES: 211 NORTH MADISON AVENUE, LOS ANGELES 4, CALIFORNIA • FACTORY: HUNTINGTON PARK, CALIFORNIA

Announcing to Home Builders

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

THE AMERICAN

HOME

A NATIONAL COMPETITION AND TALENT SEARCH FOR THE BEST VALUE IN NEW HOMES TO BE OFFERED BY BUILDERS THIS YEAR

36 CITATIONS

12 GRAND AWARDS

for "Best house for the money"

All 36 CITATION HOMES, built by the top builders across the country, will be featured editorially in The American HOME Magazine during 1957.

THE "TRADE-UP" MAGAZINE OF THE

Citations for 1957

Every year, a greater percentage of American HOME families BUY and BUILD houses than the reader-families of any other mass-circulation magazine.

These American HOME readers, the 3,100,000 most home-minded families, will choose the 12 GRAND AWARD WINNERS...

BEST HOUSE FOR THE MONEY

- **for Value**
- **for Special Features**
- **for Livability**

Enter this nation-wide competition.

For more detailed information see us at the Builders Show Blackstone Hotel, Chicago, Ill.

BUILDING INDUSTRY.

GOOD LOCATION
GOOD DESIGN
GOOD CONSTRUCTION
GOOD FINANCING
GOOD
TITLE INSURANCE

a complete package

The kind preferred by investors from coast to coast.

There is no better title insurance than a policy issued by

Lawyers Title
Insurance Corporation
Home Office ~ Richmond, Virginia

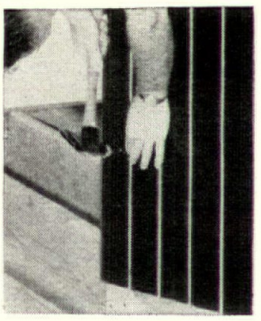
TITIES INSURED THROUGHOUT 43 STATES
THE DISTRICT OF COLUMBIA, PUERTO RICO AND HAWAII
NATIONAL TITLE DIVISION OFFICES
Chicago New York
BRANCH OFFICES IN:

Akron, O.	Detroit, Mich.	Norfolk, Va.
Albany, Ga.	Flint, Mich.	Pittsburgh, Pa.
Atlanta, Ga.	Freehold, N. J.	Pontiac, Mich.
Augusta, Ga.	Grand Rapids, Mich.	Richmond, Va.
Birmingham, Ala.	Macon, Ga.	Roanoke, Va.
Camden, N. J.	Marietta, Ga.	Savannah, Ga.
Cincinnati, O.	Miami, Fla.	Springfield, Ill.
Cleveland, O.	Mount Clemens, Mich.	Washington, D. C.
Columbus, Ga.	Newark, N. J.	Toms River, N. J.
Columbus, O.	New Orleans, La.	White Plains, N. Y.
Dallas, Tex.	Newport News, Va.	Wilmington, Del.
Dayton, O.	New York N. Y.	Winston-Salem N. C.
Decatur Ga.		Winter Haven, Fla.

REPRESENTED BY LOCAL TITLE COMPANIES IN MORE THAN 200 OTHER CITIES

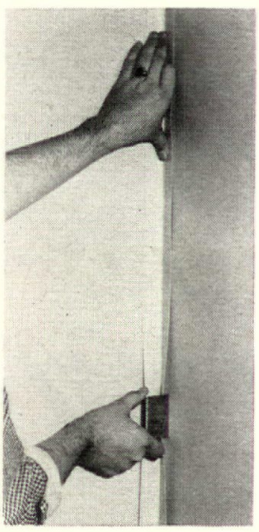
for further details check numbered coupon, p. 270

a.



SPECIAL HARBORITE for use as siding, soffits, gable ends, outside storage, interior paneling and partitions is a medium density overlaid plywood. A resin impregnated overlay is permanently fused to a core of "C" grade veneers for resistance to wear, weather and water. Special ⅜" Harborite with overlay on one side will sell for about 24¢ psf. in the Midwest. Prices will vary by freight differential. Harbor Plywood Corp., Aberdeen, Wash.

b.

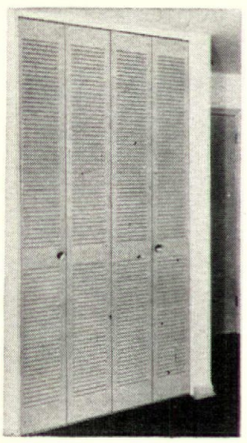


UPSON SUPER-BILT PANELS combine tough, smooth wallboard and a phantom-tape system for finishing inside corners. The new 6-ply wood fiber wallboard is about ⅜" thick, has vapor-barrier back for use on the inside face of exterior walls or a standard back for use on partitions. Panels are 8′ wide, in lengths up to 20′. Photo shows how phantom tape produces inside corners that blend with wallboard surface. Tape kit contains 48 pieces of 8′ tape, brush, applicator and a can of reactivator. Panels are installed with power-nailer cleats or with company's Upson No. 2 fasteners. Prefabricators can put wallboard on wall sections in their plants by normal nailing and gluing method. Wallboard can be painted or papered. The Upson Co., Lockport, N.Y.

c.

BANTAM CONCRETE VIBRATOR has a head only ¼" in diameter, but it is driven by a ½ hp. Universal motor at 12,000 vibrations per minute. "Power Midget's" small size and light weight make it effective on small jobs like the sidewalk shown, left. Company says it can also be used for vibrating concrete on cellar floors, garage floors and for precast work. Duplex ball bearings at each end support the eccentric weight and the unit is sealed to retain lubricant. The 2′ flexible shaft has a core of high grade music wire, encased in rubber. Motor is rated at 6.6 amps at 11,000 rpm. Switch is in the handle. Stow Mfg. Co., Binghamton, N. Y.

d.



SLIMFOLD LOUVERED FOLDING DOORS of steel can be placed in any standard door frame, either the 6′-8" or 8′ ceiling height. When closed, they are flush with the outside door frame. They are available in 3′, 4′, 5′ and 6′ widths and can be used in multiple units, including half panels, or as single-fold units for closets, storage walls, etc. Doors are prime coated at the factory, can be finish painted to match surrounding walls. Doors glide in an aluminum track on nylon guides, and are backed with a sound deadener. Price of door 4′ wide, 6′-8" high is about $29.95. American Steel Door Co., Detroit 13, Mich.

continued on p. 218

BUILDER PREFERRED FOR

top Quality, outstanding Beauty, right Price and Availability

Yorktowne Kitchens are designed and built by a manufacturer *specializing* in kitchen cabinet construction. They are available NOW in 175 different stock models to bring you the widest possible range of types and styles to fit your entire price scale . . . from modest-priced development jobs to large, exclusive homes.

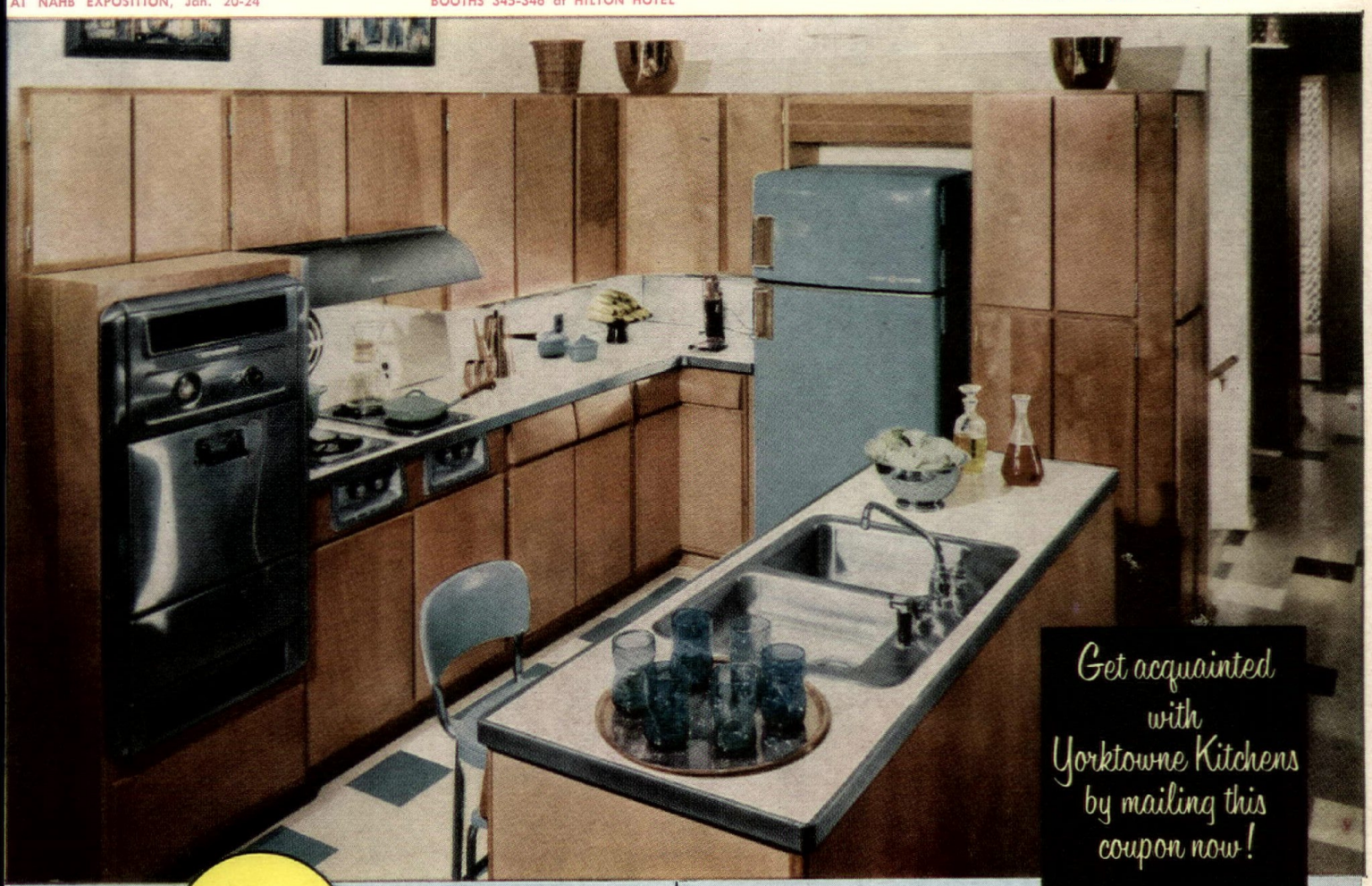
Featuring *Imaginative Craftsmanship!*

Imaginative Craftsmanship means attention to construction details such as thoroughly kiln-dried wood . . . lifetime natural Birch . . . no visible fastenings . . . doors that close firmly and *quietly*. It means eye appeal as well as scores of hidden, quality details you'll find only in beautiful Yorktowne Kitchens. And each Yorktowne cabinet is covered by a written 5-year GUARANTEE!

Most Important . . . Yorktowne Kitchens are ready when you need them. No waiting or tying up your skilled labor. Our national network of warehouses and delivery facilities assure positive delivery on the day you designate. For full details, mail the coupon NOW!

See Our Twin Displays
BOOTHS 745-746 at CHICAGO COLISEUM
AT NAHB EXPOSITION, Jan. 20-24 BOOTHS 345-346 at HILTON HOTEL

Photo courtesy of Living for Young Homemakers



Yorktowne KITCHENS

A Quality Product of
COLONIAL PRODUCTS COMPANY
DALLASTOWN 3, PENNSYLVANIA

Inquiries from distributors and retail dealers invited

Colonial Products Co.
Dallastown 3, Pennsylvania

Please send me new illustrated literature describing the full line of Yorktowne Kitchens.

Name_____

Company_____

Street_____

City_____ Zone____ State_____

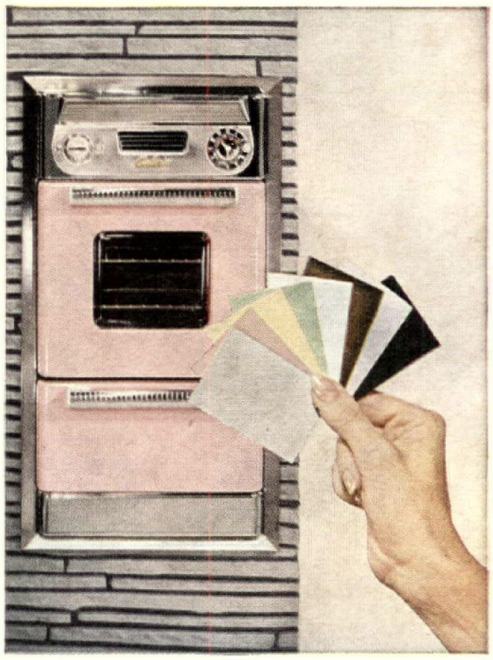
BEAUTY AND QUALITY! Years-ahead styling, distinctive design, and expert construction make Caloric Built-Ins the perfect combination of function and fashion. They sell homes and keep them sold.

EYE-LEVEL CONTROLS! Caloric Built-In Ovens have controls at eye level. No squinting, no stooping. Here is kitchen convenience of the future—today! Here is convenience that helps sell homes.

KITCHEN PLANNING FLEXIBILITY... Caloric Built-In top burner units can be placed side by side or at opposite ends of the kitchen. Oven-Broiler unit can be installed at any height, in any material.

CALORIC FEATURES SELL HOMES

THERMO-SET... the thermostatically controlled top burner that ends burning, sticking, pot-watching... makes every utensil "automatic." Just a turn of the dial and the exact temperature desired is maintained!



A RAINBOW of eight beautiful colors... to blend, match, contrast. Porcelain enamels in black, white, copper-tone, pink, and pastel shades of blue, yellow, and green. Satin-finish metal also available.

AUTOMATIC COOKING... latest developments to save time and work... let the housewife prepare meals even while she's gone for the day. New snap-on handles can be quickly removed for easy cleaning.

Caloric

with THERMO-SET

Built-In Gas Ranges

Pre-sold for you by Hugh Downs on the NBC-TV show "HOME" to millions of families each week.

CALORIC APPLIANCE CORPORATION TOPTON, PA.

RANGES • DRYERS • BUILT-INS • DISPOSERS

Caloric Appliance Corp., Dept. HH, Topton, Pa.

Please send me full descriptive literature on Caloric Built-In Ranges with THERMO-SET.

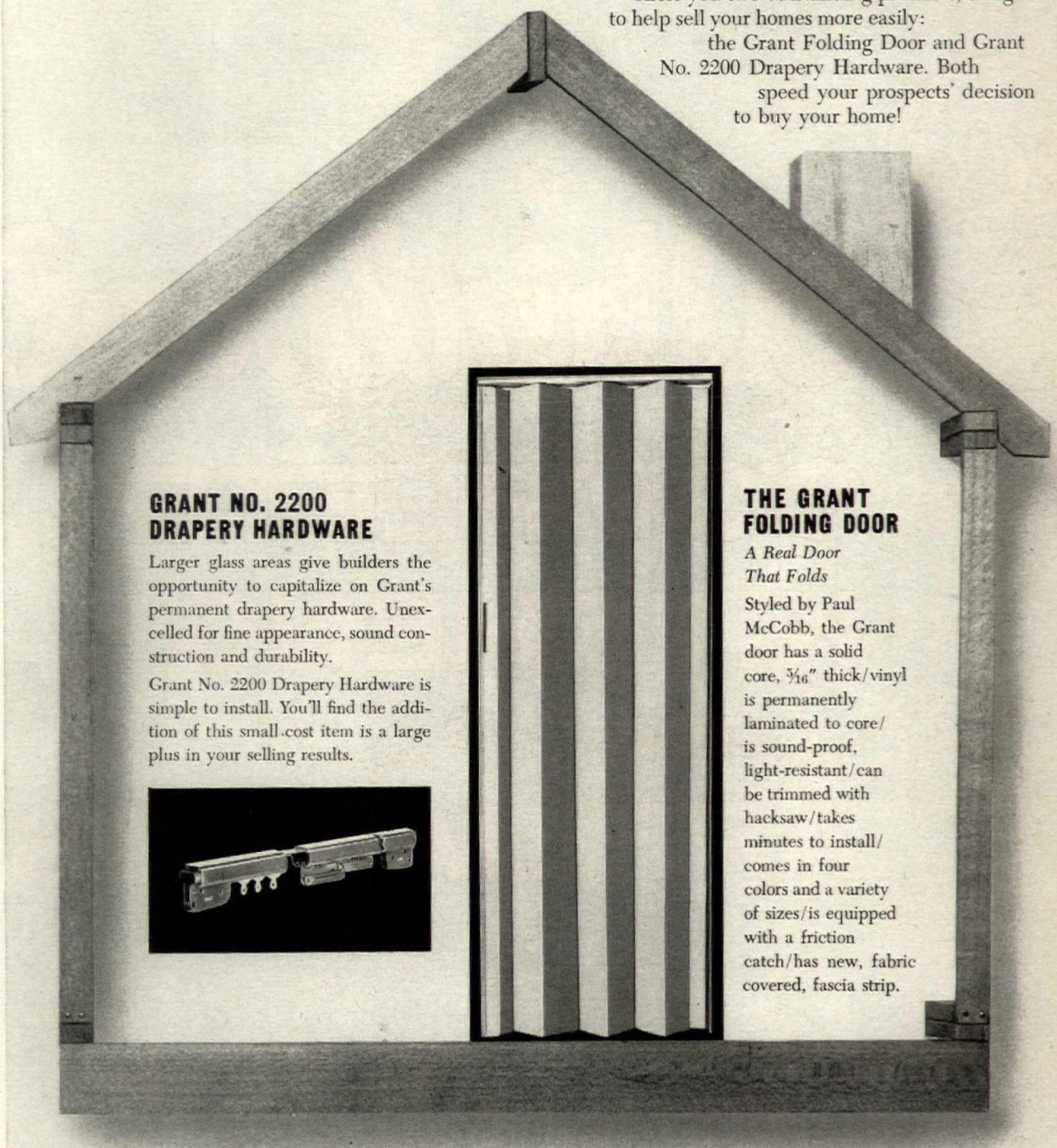
Name.....

Address.....

City.....State.....

GRANT'S QUALITY PRODUCTS HELP SELL YOUR HOMES FASTER!

Prospective home owners are looking for built-in features. Grant, *keeping pace with the market,* offers you two outstanding products, designed to help sell your homes more easily: the Grant Folding Door and Grant No. 2200 Drapery Hardware. Both speed your prospects' decision to buy your home!



GRANT NO. 2200 DRAPERY HARDWARE

Larger glass areas give builders the opportunity to capitalize on Grant's permanent drapery hardware. Unexcelled for fine appearance, sound construction and durability.

Grant No. 2200 Drapery Hardware is simple to install. You'll find the addition of this small-cost item is a large plus in your selling results.

THE GRANT FOLDING DOOR

A Real Door That Folds

Styled by Paul McCobb, the Grant door has a solid core, 5/16" thick/vinyl is permanently laminated to core/is sound-proof, light-resistant/can be trimmed with hacksaw/takes minutes to install/comes in four colors and a variety of sizes/is equipped with a friction catch/has new, fabric covered, fascia strip.

Write for your copy of the 108 page Grant Reference Catalogue. Important information on the full line of Grant Sliding Hardware. A reference book for all your sliding needs.

Outstanding single source for Sliding Hardware.

Grant PULLEY & HARDWARE CORPORATION

31-63 Whitestone Parkway, Flushing 54, N.Y.
944 Long Beach Avenue, Los Angeles 21, Calif.

See these wonderful products and many more at booths 301 and 302 at the NAHB Convention.

NEW!...FOR

RCA

Whirlpool

COMPLETE KITCHENS and APPLIANCES

RCA WHIRLPOOL HOME APPLIANCES

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

It's easier to sell RCA WHIRLPOOL equipped homes

1957

NOW –

Complete Builder-Designed Kitchens and Appliances

COMBINATION WASHER-DRYER
AUTOMATIC WASHERS
AUTOMATIC DRYERS
REFRIGERATORS
FREEZERS
REFRIGERATOR-FREEZERS
BUILT-IN ELECTRIC RANGE
BUILT-IN ELECTRONIC OVEN
BUILT-IN GAS RANGE
FREE STANDING RANGES
CENTRAL AIR CONDITIONERS
ROOM AIR CONDITIONERS
DEHUMIDIFIERS
AUTOMATIC DISHWASHERS
FOOD WASTE DISPOSERS
WALL CABINETS
BASE CABINETS
SPECIAL PURPOSE CABINETS
SINKS

See them now! at the Builders' Show

COLISEUM
SPACE 849-852
JANUARY 20
THROUGH 25
– CHICAGO

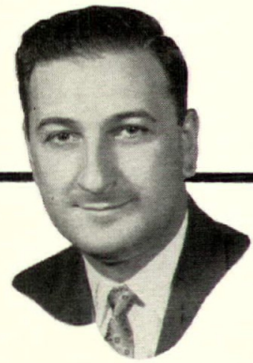
and . . . each one has the built-in quality that gives RCA WHIRLPOOL Products terrific consumer acceptance!

than to sell against them!

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

"GRADE-MARKED SOUTHERN PINE saves us money!"

says John L. Amato, President, Amato Bldg. & Eng. Corp., Orlando, Fla.



"We've found that spending a little more for good lumber reduces our overall costs. We're convinced that SPIB Grade-Marked Southern Pine is our best bet for getting lumber that's *consistently* up to grade. When we used it for framing in 21 houses in Orlando's Robinswood Section, there was no waste and we spent less time on the job. And because the carpenters showed more enthusiasm working with good lumber, their workmanship was definitely superior.

We've also found that Grade-Marked Southern Pine is a valuable selling point—houses sell faster. It's easier to get financing and VA or FHA approval. And we've noticed that today's home buyers are more interested in quality construction. In addition we know that good, properly seasoned lumber is the best kind of insurance against future complaints and costly adjustments.

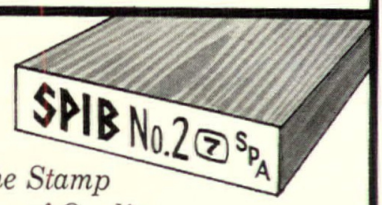
All in all, we use Grade-Marked Southern Pine now because it means a better buy for the homeowner, a safer risk for the lender and a better profit for the builder."

Send FREE copy of "Specifications for Residences".

Name_____

Address_____

City_____ State_____



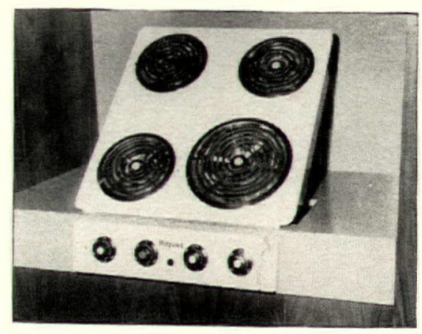
The Stamp of Quality

SOUTHERN PINE ASSOCIATION, P. O. Box 1170, New Orleans 4, La.

for further details check numbered coupon, p. 270

f.
DELUXE ELECTRIC RANGE, one of four new Hotpoint appliances for 1957, has a pull-out percolator (it stores in deep well at rear) which makes 25 cups of coffee in about 30 minutes, a plug-in meat thermometer that signals when cooking is done, colored pushbuttons keyed to units they control, a giant 8″ surface, oven and bake and broil units and a plug-in surface griddle. Dimensions: 48⅞″ h. overall, 39″ w., 25⅞″ d., 36⅛″ from floor to work surface. In color and white. Model R-26 is about $549.95. Hotpoint, Chicago 44, Ill.

g.
BI-LEVEL OVEN is two ovens in one, each with separate bake and broil units and separate controls. Among the features, a rotisserie, meat thermometer, picture window and adjustable broiler rack. Unit is 48⅝″ h., 22½″ w., 24″ d. in satin-chrome. Coppertone and five colors. Model RJ12 about $379 in chrome. Hotpoint, Chicago 44, Ill.

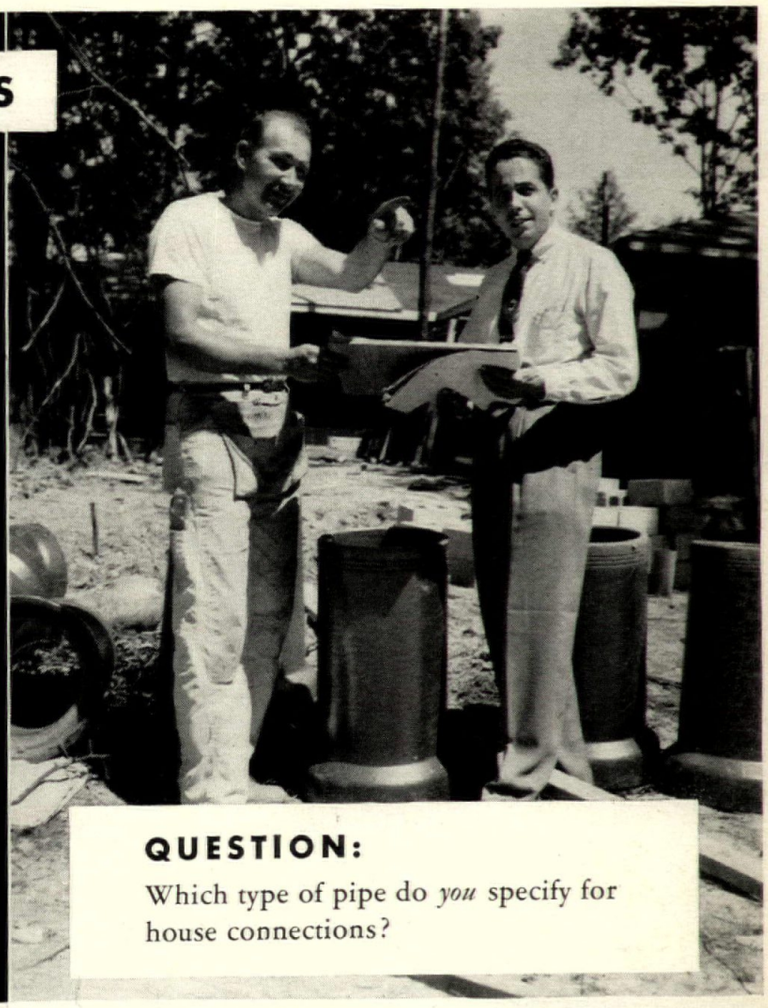


h.
DROP-IN COOK TOP fits into a 24″ base cabinet. Remote control switches located on the front of the base panel give five heats for each unit; each is color keyed to the unit it controls. Mounting frame, not shown, gives a tight seal to countertop. In stainless steel. Coppertone and five colors. Model RK-6, $130 in stainless steel. Hotpoint, Chicago 44, Ill.

continued on p. 224

SURVEY REVEALS

MORE BUILDERS *Choose* CLAY PIPE ...than *ALL* other types *COMBINED!*



QUESTION:
Which type of pipe do *you* specify for house connections?

Builders answered this question in a recent survey by giving Clay Pipe more votes than all other pipe combined!

The reasons? Builders know they have to stake their reputations on materials—and they know through experience that no other pipe matches Clay Pipe's performance and guarantee. They also like the new longer lengths of Clay Pipe, and the new tight joints that speed laying and cut costs.

Only Clay Pipe does not corrode, rust, or crumble . . . does not turn spongy from household detergents . . . does not oval or squash out of round.

Clay Pipe is the "builder's pipe," because Clay goes in to stay!

THE PUBLIC *KNOWS* CLAY PIPE IS BEST

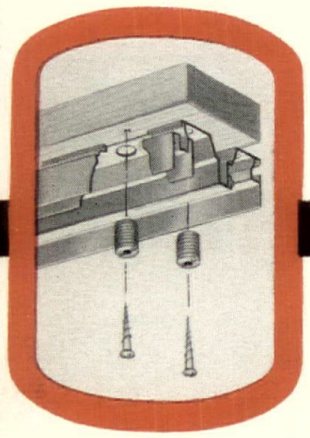
Vitrified CLAY PIPE

CLAY PIPE NEVER WEARS OUT!

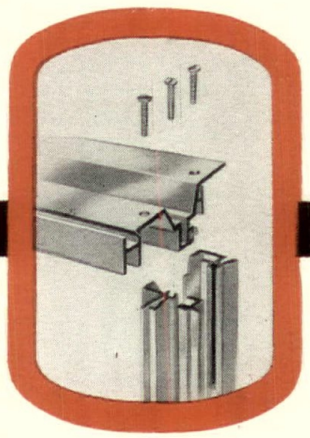
NATIONAL CLAY PIPE MANUFACTURERS, INC.
1820 N. Street, N.W., Washington 6, D.C.
206 Connally Bldg., Atlanta 3, Ga.
100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.
703 Ninth & Hill Bldg., Los Angeles 15, Calif.
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio

C-157-4

Add up these features....

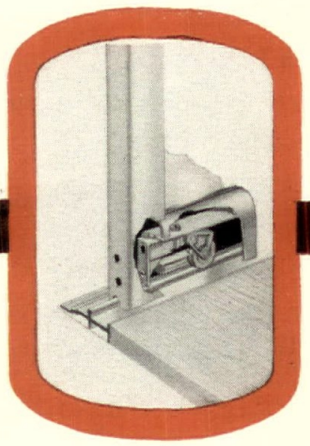


...Adjustable header with continuous strips Mohair pile running full length.

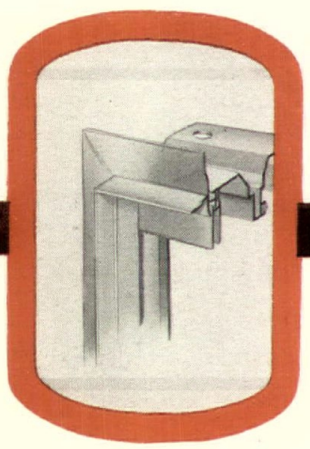


...Easy installation with new rigid frame... may be pre-assembled and installed prior to installation of sash.

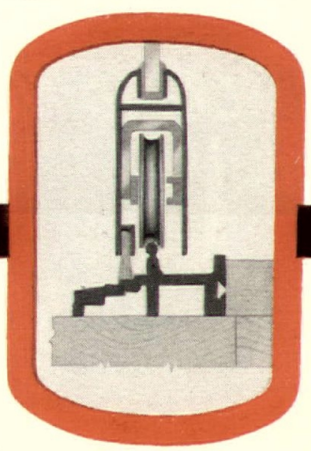
...Double Mohair pile weatherstripping at interlocking stiles, preventing air or water infiltration.



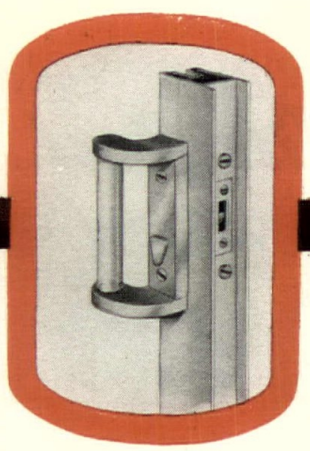
...Silent action, floating slide with adjustable ball bearing rollers.



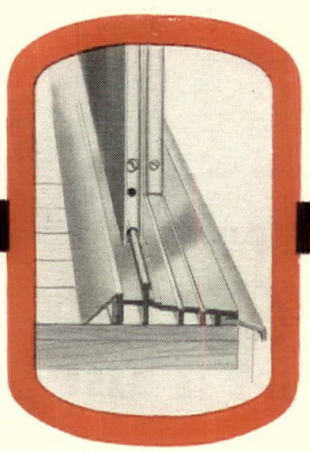
...Attachable fins for easy stucco or shingle installations.



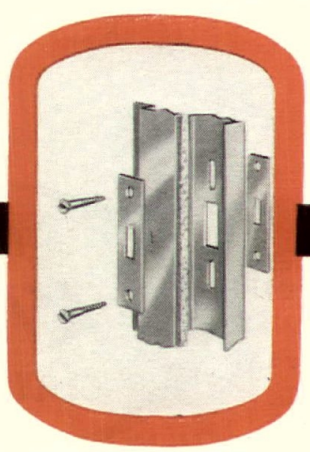
...Moisture cup in track halts condensation from flowing onto floor or carpeting.



...Massive lucite handle.



...Integral sill adapter and kick plate.



...Adjustable strike on jamb.

...Plus These... Doors may be modified for odd-sized openings... Plastic insert in head to prevent rattling... Hollow aluminum extrusions of 6063-T5 alloy.

9 major changes make the

COMPLETELY NEW 1957 SUN VALLEY SENIOR

aluminum sliding glass door...

Now, all new engineering and structural design in the 1957 Sun Valley Sr. aluminum sliding glass door provide improved appearance, reduce installation time and assure continuous, trouble-free operation. Designed to the preferred specifications of architects and builders to eliminate problems most often involved in door design, installation and operation.

Sun Valley Sr. meets the needs of all types of installations and is especially styled and built for deluxe use. Includes all features that make a sliding door truly practical and functional.

SUN VALLEY IMPERIAL Sun Valley Imperial aluminum sliding glass door has been designed for heavy duty, all-weather double glazing (including Twindow or Thermopane). Meet demands of the coldest . . . the hottest climates.

The Imperial features . . . continuous smooth opening-closing operation with adjustable dual tandem ball bearing rollers . . . double Mohair pile weather-stripping at interlocking stiles, preventing air or water infiltration . . . heavy extruded aluminum of 6063-T5 alloy . . . massive lucite handle.

SUN VALLEY JR. Sun Valley Jr. is the aluminum sliding glass door originally designed, built and priced especially for low budget and multiple housing installations. The ultimate in sliding doors . . . LOW COST combined with MAJOR FEATURES usually found only in higher priced doors.

Important new features . . . double Mohair pile weatherstripping at interlocking stiles preventing air or water infiltration . . . reversible locking stiles to permit sliding unit to be right or left . . . functionally designed handle with attractive lucite grip . . . rigid aluminum extrusions of 6063-T5 alloy . . . integral sill . . . kick plate for surface installation.

See Sun Valley Products Booths 470-471 at the NAHB Show, Sherman Hotel, Chicago, Jan. 20-24.

FREE . . . Write now for your copy of Sun Valley's illustrated folder on all three doors. You'll receive complete specifications . . . detail drawings . . . door sizes. Write to

SUN VALLEY INDUSTRIES, INC.

Dept. 304, 8354 San Fernando Road · Sun Valley, California

They are building you a new 30,000-acre roof

America will need enough new houses next year to make a city with as many homes as Los Angeles and Philadelphia combined, or a whole state bigger than Indiana, Virginia, or Washington.

That's quite a job, even for our giant home building industry. Hundreds of thousands of acres of land to be cleared... millions of tons of materials to be bought, shipped, assembled... billions of dollars of financing to be arranged... 30,000 acres of roofs to be built, just in 1957. But quantity is only part of the job.

For these days "a roof over our heads" means far more than shelter. Home buyers want a house that helps them enjoy a more abundant life... with flexible space for their growing families... built-in conveniences for more leisure... a gracious background for entertaining . . . imaginative design. And home buyers in this country *get* what they want in houses —the quantity *and* the quality they demand.

From America's architects comes a ceaseless flow of new ideas for more livable, more attractive, better-functioning homes. From our builders come efficient construction economies, fresh uses for familiar materials. From our manufacturers comes a flood of bold new products. From our mortgage lenders come more and more flexible financing instruments, new ways to bring better houses within the reach of more families.

For the home building industry is not only building *more*, building faster, building more efficiently. It is building *better*.

It's a big job, a challenging job, a satisfying job. It's a job well suited to the temper and talents of the industry that employs the most skilled labor, buys the most material, makes the largest, longest-lasting contribution of all to our economy.

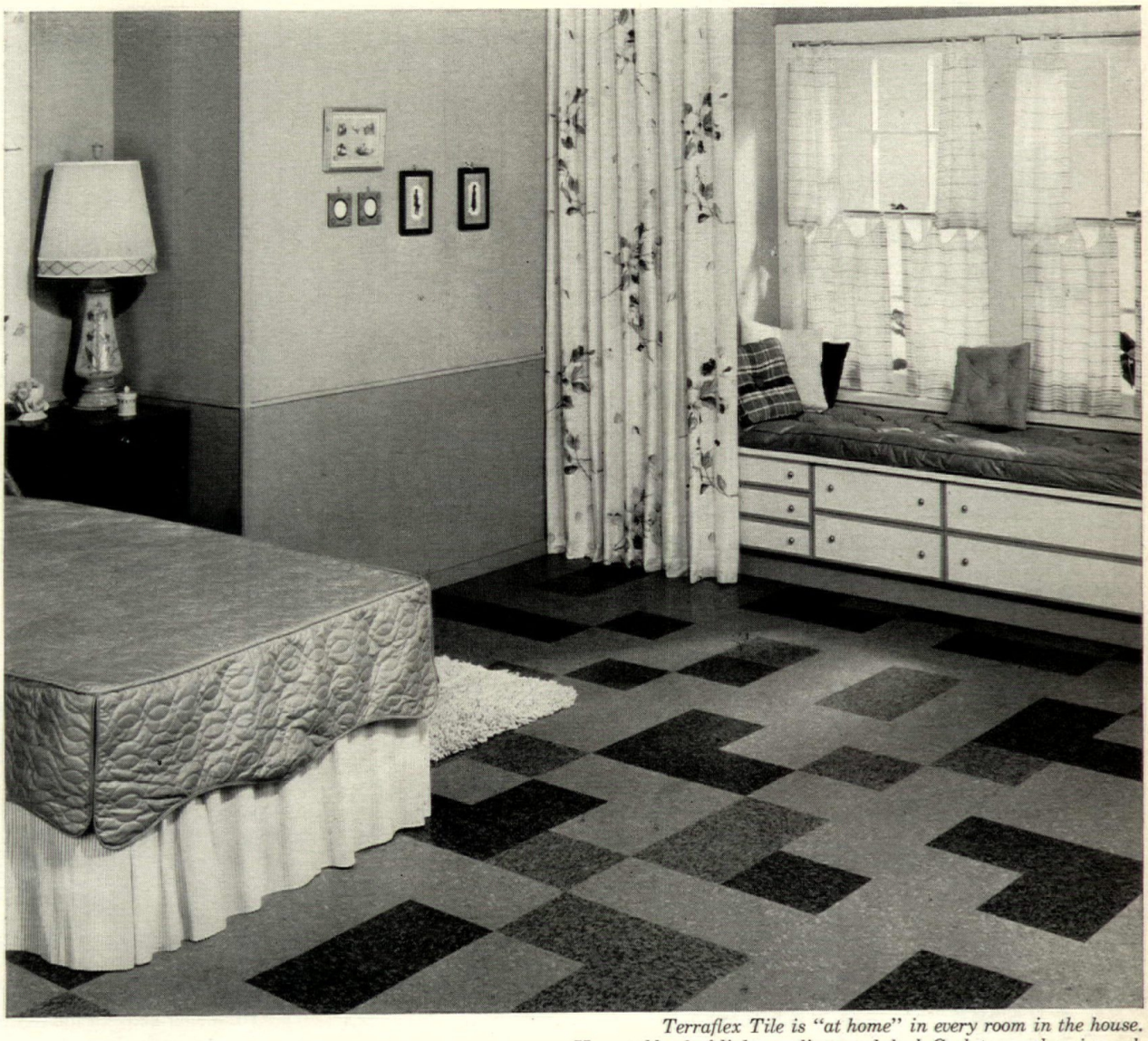
This advertisement is published in behalf of the home building industry by

House & Home

AMERICA'S BIGGEST INDUSTRY MONTHLY FOR AMERICA'S BIGGEST INDUSTRY*

**architects, appraisers, builders, contractors, decorators, dealers, distributors, manufacturers, mortgagees, prefabricators, realtors*

This HOUSE & HOME advertisement appeared in the November 26th issues of TIME and SPORTS ILLUSTRATED. It is the first advertisement in a HOUSE & HOME campaign to bring the aims, accomplishments and responsibilities of the home building industry to the attention of more than 2,750,000 of the nation's most influential men and women.



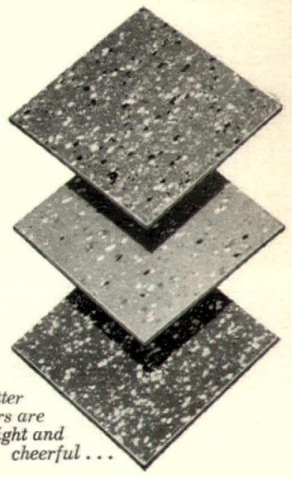
Terraflex Tile is "at home" in every room in the house. Here, a blend of light, medium and dark Cork-type colors is used.

Johns-Manville Terraflex Floor Tile brings quiet, restful beauty to this bedroom...

New Spatter and Cork-type colors add sales appeal— make your homes easier to sell

The inviting beauty of Terraflex Vinyl Asbestos Tile in 7 new, gay Spatter and 3 rich Cork-type colors, helps "sell" today's harder-to-please prospects on your homes. They know that colorful, carefree, no-scrub Terraflex stays spick-and-span with minimum effort. Your construction costs drop because exclusive J-M Terraflex brush-on adhesive makes it easier than ever to install Terraflex Tile.

For full information about new Terraflex Spatter and Cork-type colors, and 17 attractive Terraflex marbleized colors, write today to Johns-Manville, Box 158, New York 16, N. Y.



New Spatter Colors are bright and cheerful...

See "MEET THE PRESS" on NBC-TV, sponsored on alternate Sundays by Johns-Manville

JOHNS-MANVILLE JM PRODUCTS **Johns-Manville**

Never in our 50 Years have we offered so much!

NEW 1957 Majestic Anniversary Line

See Your Majestic Representative OR WRITE

THE COMPLETE LINE of Quality Heating and Cooling Units for year-'round Air Conditioning

NEW UTILITY FURNACES

NEW BIG FURNACES

NEW REMOTE HEAT PUMPS

NEW SUMMER AIR Conditioners

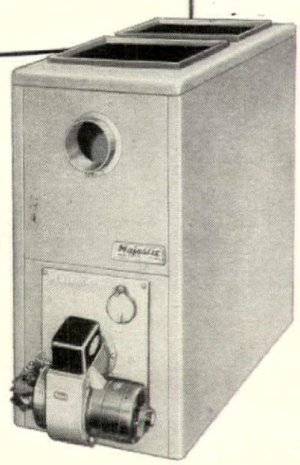
IN AIR CONDITIONING

IN HEATING

For whatever type of system you need or want, Majestic has the ideal economical answer in self-contained water-cooled units or remote air-cooled models, in matching twin units or for add-on installations. Capacities range from 1¾ to 5 tons. In addition, Majestic is marketing a new remote heat pump, with the compressor-condenser unit designed to be set outdoors, and only the neat and compact heating-cooling unit inside the home. For year-'round air conditioning, you can't buy better than Majestic!

Majestic has drawn on a half-century of home heating experience in putting together this 1957 line of winter air conditioners. Sizes for small or large homes . . . fuel types for every local preference or supply . . . furnaces that meet *every modern demand* for efficiency, automatic operation, quietness, compactness, and economy. Models for *system-engineered comfort* from 76,000 to 400,000 BTU output, and in up, down, or horizontal flow designs.

Ask also about Majestic's Thulman Products — the tested and approved all-metal chimney and fireplace



The Majestic Co., Inc.

416 Erie Street

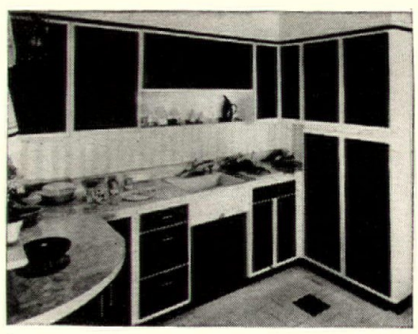
Huntington, Indiana

Specialists in Home Comfort for 50 Years--Since 1907

for further details check numbered coupon, p. 270

i.

CUSTOMLINE REFRIGERATOR-FREEZER has recessed hinging to let door open within width of the unit so it does not require extra wall space. Model 7CH12 holds 75 lbs. of frozen foods in top section. Design is squared-off to conform with most cabinet designs. The 12.2 cu. ft. unit in color tones costs about $525. Hotpoint, Chicago 44, Ill.



j.

NEW BEAUTYCRAFT KITCHENS—Pacesetter above, Embassy below—have a living-room look. Pacesetter cabinets have sliding doors, two-tone color. Doors can be decorated with wallpaper, plastic or fabrics to team up with kitchen work surfaces, walls, or curtains. Cabinets are versatile enough to be used elsewhere in a house as storage walls, room dividers or contemporary furniture. Pedestal legs are optional equipment. Embassy kitchen has Beautycraft Curv-Line cabinets with ⅜″ thick steel panels applied to doors and drawers which contrast with color of the cabinets. Both these new lines are available in a choice of 11 colors. Counter height on both lines is a standard 36″. Beautycraft Kitchens, Baltimore 30, Md.

continued on p. 230

in '57 You'll sell More Homes and make More profit...

with PERMABILT®

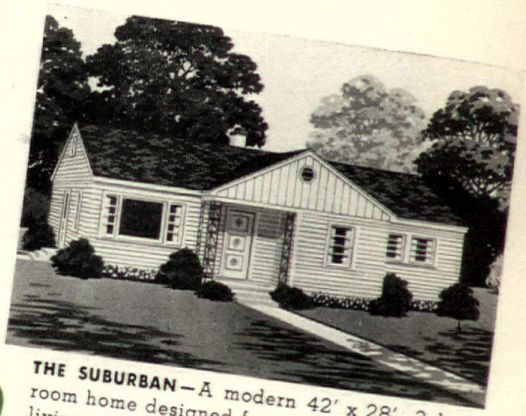
Designed and engineered to attract home loving American families, and to add a "Touch of Gold" to your operation.

The new PERMABILT homes offer a home design and floor plan to meet every need and desire... completely packaged for fast, on-site erection... architect designed...and built to last a lifetime.

There are territories available in Illinois, Indiana, Wisconsin, Michigan and Ohio to financially responsible builders who are anxious to *profitably* expand building operations. Write today on your letterhead.

MANUFACTURED HOMES, INC.
331 S. Kalamazoo Ave., Marshall, Mich.

THE SARASOTA—A sleek contemporary design, 48' x 32' with 4 bedrooms and the open living area planning so in vogue today.



THE SUBURBAN—A modern 42' x 28', 3 bedroom home designed for a maximum of family living space.

A hard-hitting advertising program in magazines and papers presells your prospects on Permabilt Homes.

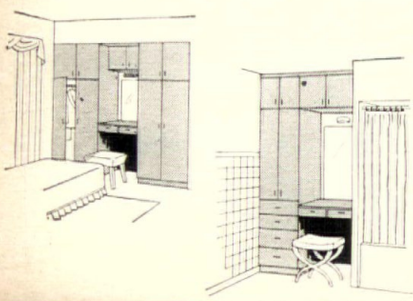
Manufactured HOMES Inc.
MARSHALL, MICH.

FARLEY & LOETSCHER

Qualitybilt WOODWORK®

Since 1875 . . . Complete Millwork Service

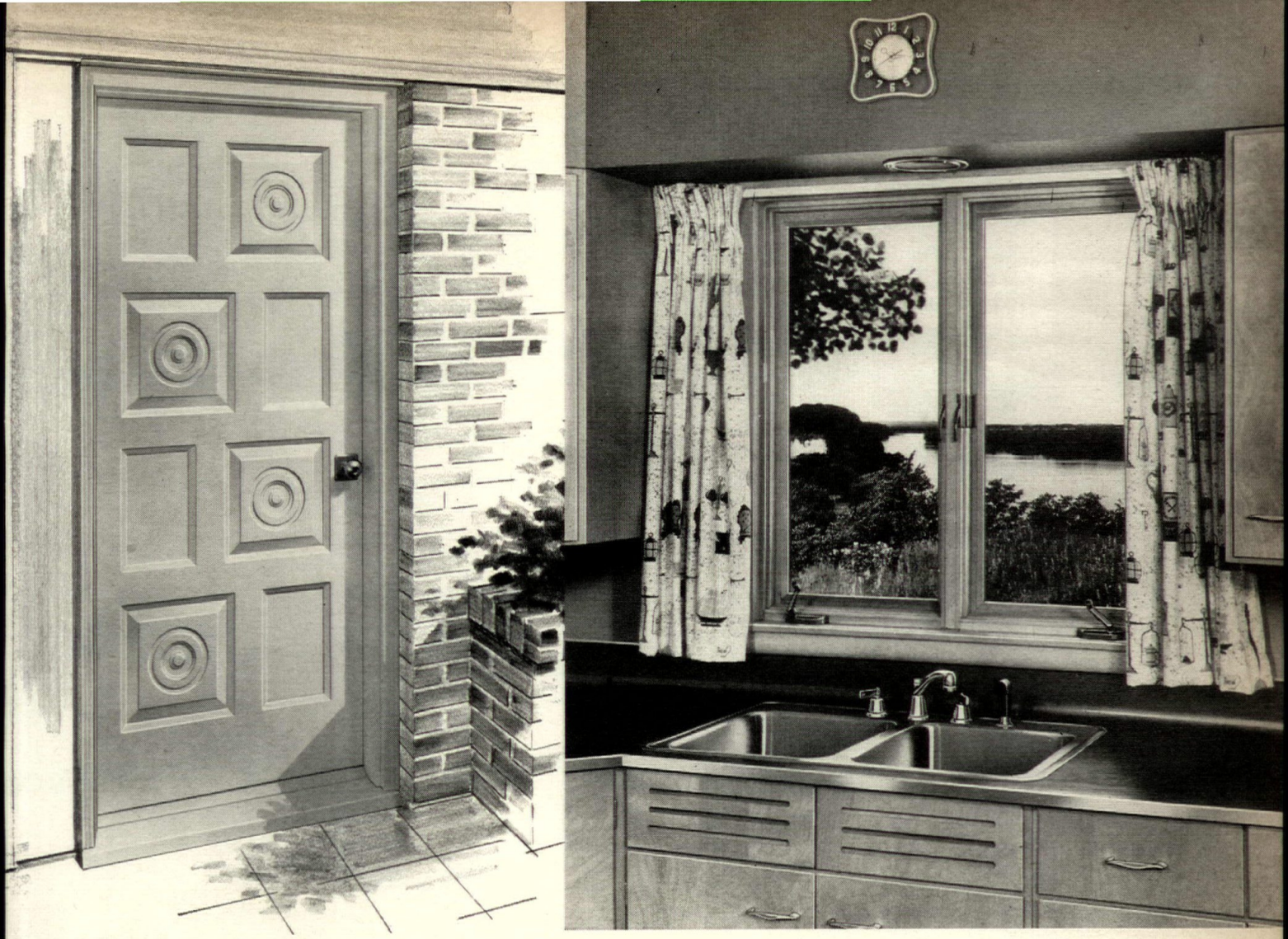
BIRCH Qualitybilt CABINETS®



KITCHENS PACKED with *Pride Appeal*

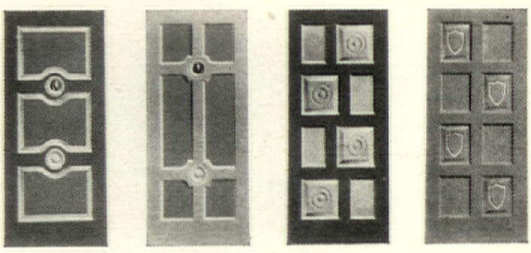
Created from the matchless beauty of fine wood . . . packed with sales-stimulating convenience features . . . these luxurious Birch Qualitybilt Kitchen Cabinets can't help but deliver the closing punch for greater sales! Incomparable craftsmanship and the newest of smart designs have produced an outstanding cabinet line with full, 1-1/16-inch thick warp-resistant doors, sleek, modern hardware, revolving shelves, slide-out bins, special places for pots and pans, and a host of other distinctive features. Every item is precision-machined to assemble fast, easy, perfectly . . . in true Qualitybilt tradition! Then too, these units are ideal for those extra storage areas in bedrooms, bathrooms, and hallways.

Available Semi-Assembled, Assembled Unfinished, or Assembled with Natural or Enamel Finish.



QUALITYBILT TRENDORS
in new, dramatic styling

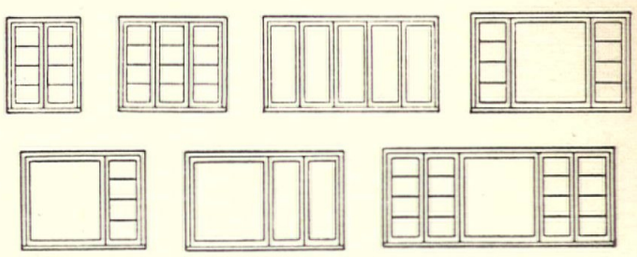
This sparkling Trendor Series places new emphasis on the home entrance as an excitingly interesting focal point. Here are modern door designs that bring a refreshing change from the overworked flush door types. A small, circular light of glass serves decoratively and functionally on some designs. All have the advantage of decorator color styling by utilizing the several surface level offsets to sharply define the design patterns.



QUALITYBILT CASEMENTS
with exclusive *Narrow Mullions*

Here are fully weatherstripped wood casements designed in true Qualitybilt fashion for slenderized beauty . . . expertly engineered and precision machined for quick assembly and installation! The narrow mullions are reinforced with heavy, cross-shaped aluminum extrusion for greater strength . . . improved appearance. The wood parts are toxic treated for durability. They are available with divided lights, or one light including ½" insulating glass. Made to standard opening sizes — 16" and 20½" glass in five heights. Picture windows can be supplied to combine with the sash.

Qualitybilt Casements are competitively priced, too . . . bringing them in line for moderately priced homes!



F&L Qualitybilt WOODWORK®

FARLEY & LOETSCHER
Manufacturing Company • DUBUQUE, IOWA

ENTRANCES • DOORS • FRAMES • SASH • BLINDS • CASEMENTS • SLIDING DOORS • SCREENS • COMBINATION DOORS • STORM SASH • GARAGE DOORS • MOULDINGS
INTERIOR TRIM • SASH UNITS • LOUVERS • KITCHEN CABINET UNITS • CABINET WORK • STAIRWORK • DISAPPEARING STAIRS • LAMINATED PLASTICS

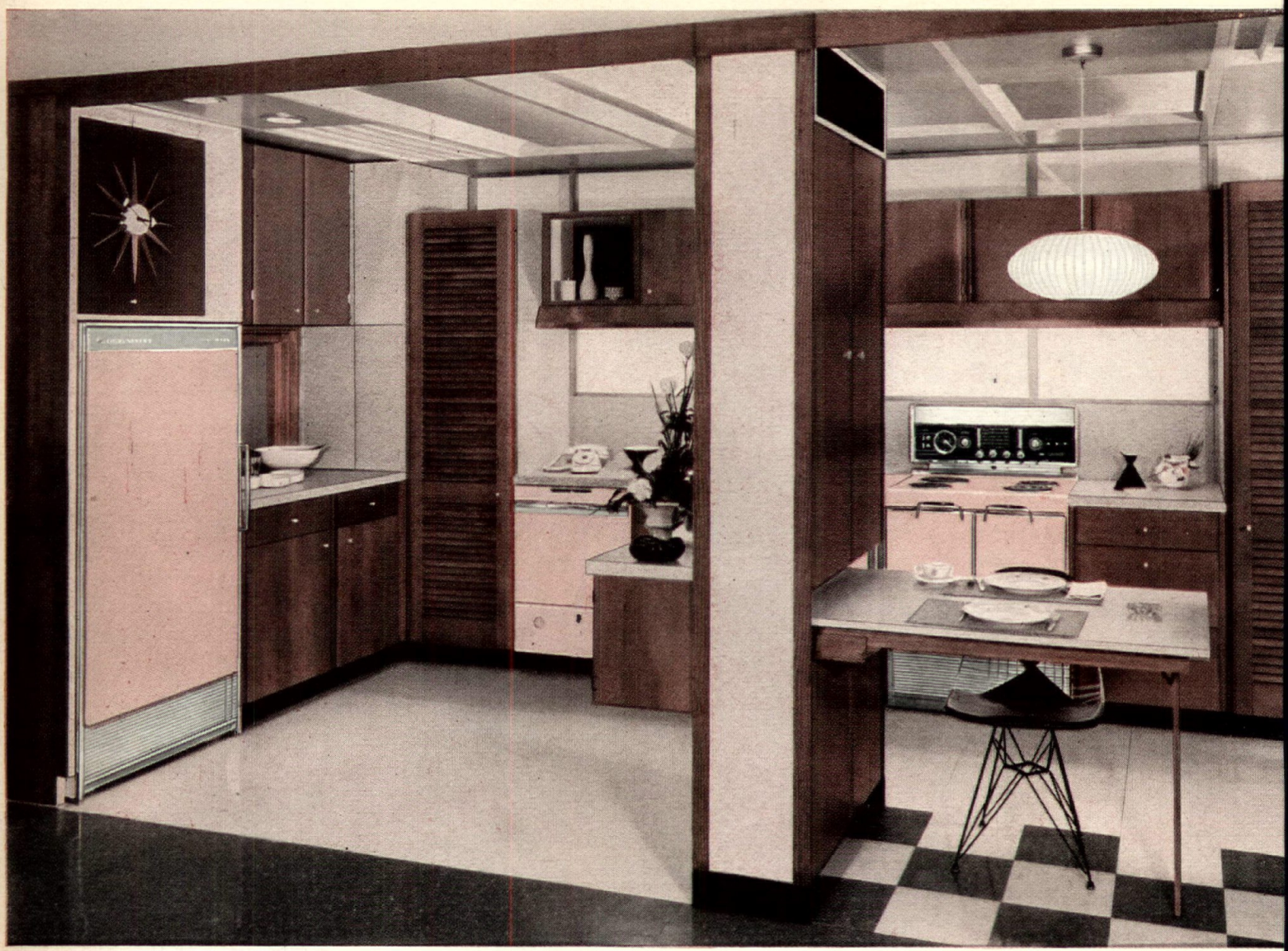


Photo of "Pink Cloud" Kitchen. *Kitchen Cabinets by Bilt-Well*

Boost-to-Business Ideas from

See how the FRIGIDAIRE "SHEER LOOK"

...makes every corner count!

Highlighting many new advantages and benefits for builders will be three "Sheer Look" Idea Kitchens—the "Pink Cloud", the "Nantucket", and the "Magic Melody". These will demonstrate how this all-new complete line of Frigidaire kitchen and laundry products has been designed to build in or blend in with standard wood or steel cabinets available anywhere. No curves. No gaps. Every corner is square. In addition, new heating and air conditioning units will emphasize the *complete line* of major home equipment Frigidaire now offers builders. *For real Boost-to-Business IDEAS ...visit* **BOOTH 164—CONRAD HILTON HOTEL**

GM
GENERAL MOTORS

©General Motors Corporation, Frigidaire Division

Close-up from "Nantucket" Kitchen. Kitchen Cabinets by Mutschler Bros.

New Idea Kitchens show how

"SHEER LOOK"

Fits in... Blends in... Builds in anywhere

Pictured at far left is one of three "Sheer Look" Idea Kitchens that will be seen in Chicago.

This "Sheer Look" Kitchen — The "Pink Cloud" — features Frigidaire Appliances and shows how one Frigidaire color — Mayfair Pink — complements a modern background of Ponderosa pine cabinets.

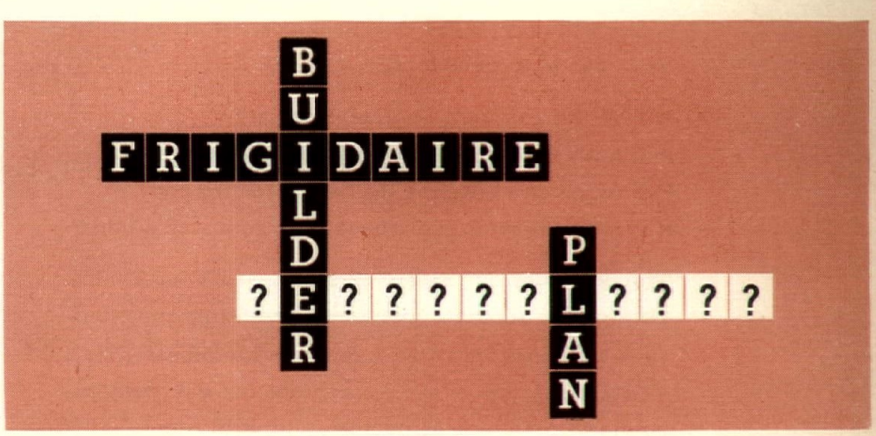
Note how the Frigidaire Appliances — Imperial Refrigerator, Undercounter Dishwasher, Food Waste Disposer and Imperial Range — give a built-in, blend-in distinction to this thrifty, modern, and functional kitchen.

At left is a close-up of the compact heating-cooling system in the "Nantucket" — another Frigidaire Idea Kitchen. Shown is a Frigidaire Furnace with Vertical Cooling Coil installed in the utility closet to provide Year-Round Air Conditioning comfort for the entire home.

Frigidaire at N.A.H.B. Show

Ask about the "Keyword" Promotion Plan... as new and practical as "SHEER LOOK" Styling

The "KEYWORD" is the secret of the new Frigidaire BUILDER PROMOTION PLAN that will be introduced at the NAHB Show. It's a unique merchandising program developed to boost home sales for *you* — a real Boost-to-Business in 1957!



FOR A NEW BOOST TO BUSINESS

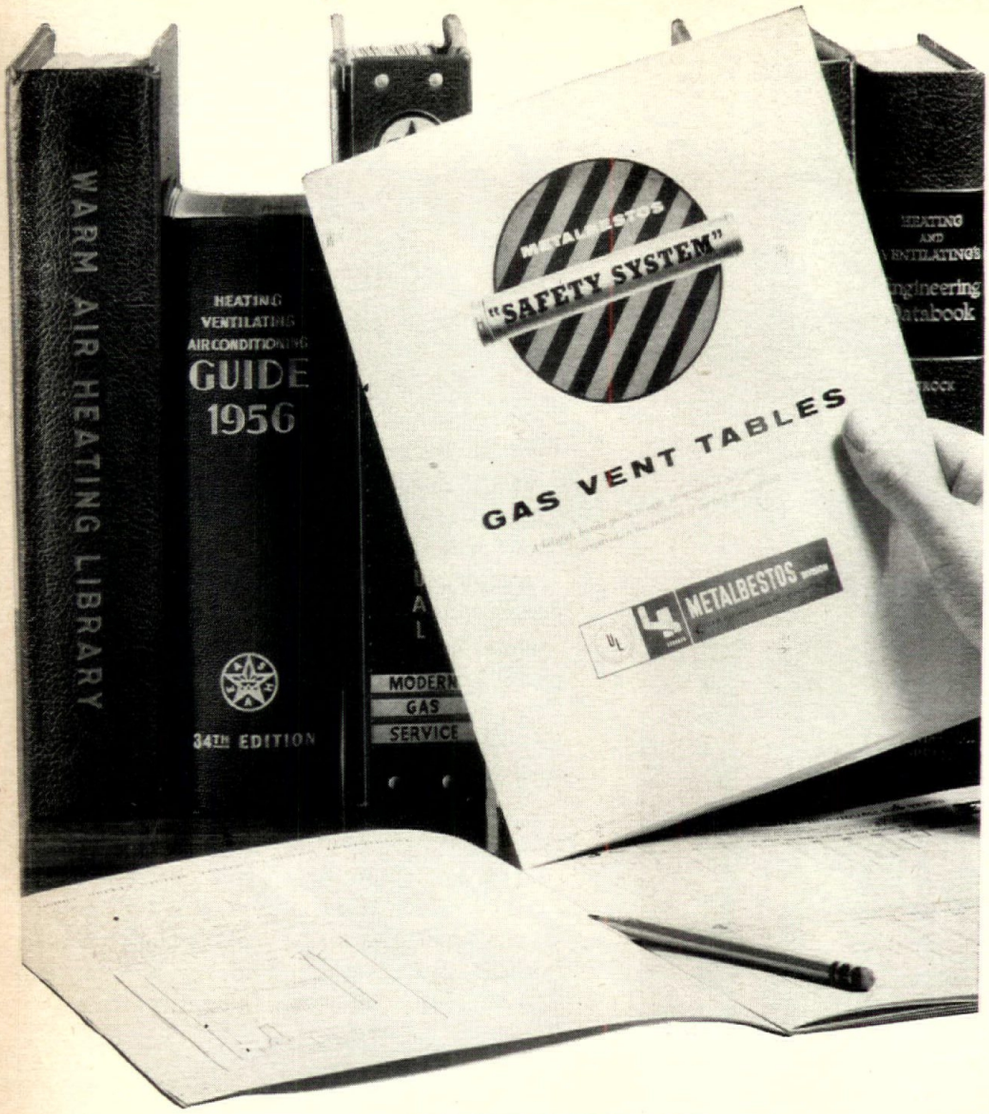
REFRIGERATORS • ELECTRIC RANGES • BUILT-IN COOKING TOPS • WALL OVENS • FOLD BACK SURFACE UNITS • DISHWASHERS • FOOD FREEZERS • ELECTRIC WATER HEATERS • ELECTRIC DRYERS • FULL-HOME AIR CONDITIONERS • AUTOMATIC WASHERS • GAS & OIL FURNACES • ROOM AIR CONDITIONERS • DISPOSERS

IN '57 GO

FRIGIDAIRE

DIVISION OF GENERAL MOTORS CORPORATION

DAYTON 1, OHIO



THE FIRST STANDARD REFERENCE FOR CORRECT VENTING!

The new Metalbestos "Safety System" Gas Vent Tables set the standard for efficient gas venting ...by telling you the practical, correct answers to your gas vent questions.

- ▶ Will the gas vent operate correctly?
- ▶ What's the simplest way to install a gas vent?
- ▶ How much vent pipe do I need for the job?
- ▶ What's the most economical way to install a vent?

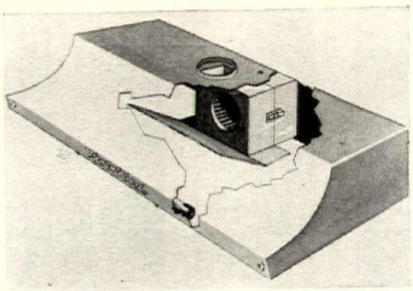
The Metalbestos "Safety System" Gas Vent Tables give quick, accurate answers to venting questions such as these. That's why the new Metalbestos Gas Vent Tables are a necessary tool for gas dealers, builders, installers, inspectors, and utility men.

Send today for your free copy of the new Metalbestos "Safety System" Gas Vent Tables. Write Dept. D-1.

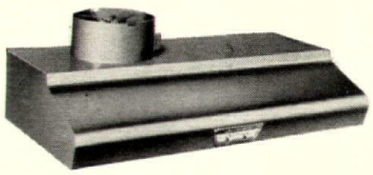
METALBESTOS DIVISION
WILLIAM WALLACE COMPANY · BELMONT, CALIF.

Stocked by principal jobbers in major cities. Factory warehouses in Akron, Atlanta, Dallas, Newark, Des Moines, Chicago, New Orleans, Los Angeles

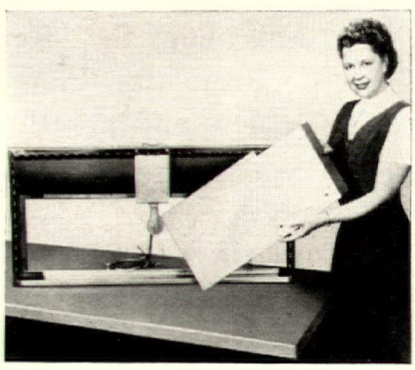
for further details check numbered coupon, p. 270



k.
FLAIR VENTILATION HOOD saves cabinet space since 300 cfm exhaust blower fits completely within it, not up into cabinet. Hood comes completely assembled and prewired. Blower snaps out and apart for easy cleaning. Hood also has a built-in 18″ tube light and front mounted push-button switches. Wiring is asbestos coated and sealed in steel tubing. Unit is available in seven standard finishes or can be color matched to other appliances. Vent-A-Hood Co., Dallas 19, Texas.



l.
PACKAGED VENTILATING HOOD, including fan and light, is prewired and preassembled. New hood uses a Berns Air King 8″ ventilating fan, grill filter and light with reflector plate. Left and center openings are standard, right-hand opening is available. Standard sizes are 30″, 36″ and 42″, all 11½″ deep at mounting surface to fit cabinets 11½″-13½″ deep. Coppertone finish, also in white. Push-buttons control fan and light. About $43.90 for 30″ Model BN 30. Berns Air King Corp., Chicago, Ill.



m.
PREWIRED VENTILATING HOOD has a solid top designed with easy breakouts to accommodate three Trade-Wind ventilators. Prewiring cuts installation time, allows for a simple electrical connection after hood is fastened to the cabinet. Three-speed control, operated by a finger-tip touch bar, controls both ventilator and light. New hood is available in stainless steel and satin copper or in antique copper. Trade-Wind Motorfans, Inc., Rivera, Calif.

continued on p. 234

Another sensational Plextone *first*..

A Full Year Guarantee

on multicolored textured paint

Plextone Standard Multicolors Include These "COLOR LEADERS"

Sky Blue WA 657 (House & Garden Color)

Tandem Ivory WA-203

Citron WA-659 (House & Garden Color)

Alfi Tan WA-653

Boerum Ivory WA-176

Williams Green WA-106

Alouette White WA-767

Fern WA-658 (House & Garden Color)

Carnation WA-656 (House & Garden Color)

Ashley White WA-519 (House & Garden Color)

The most startling news since Plextone . . . A full year guarantee of this amazing color-flecked textured finish on walls! Only Plextone can give such a guarantee because of its unsurpassed durability. Plextone consists of two or more colors applied by a single spray application, from one container, forming a multicolor pattern of outstanding beauty and sales appeal. Be among the first to offer Plextone guaranteed painted walls.

Write for complete information and the new Plextone color palette.

PLEXTONE®

WORLD'S LARGEST PRODUCER OF MULTICOLORED PAINTS

MAAS & WALDSTEIN CO.
Architectural Division
2129 McCarter Highway
Newark 4, New Jersey

Gentlemen: Please rush free new PLEXTONE color palette and application information.

our 81st year

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Title (or occupation)

Company

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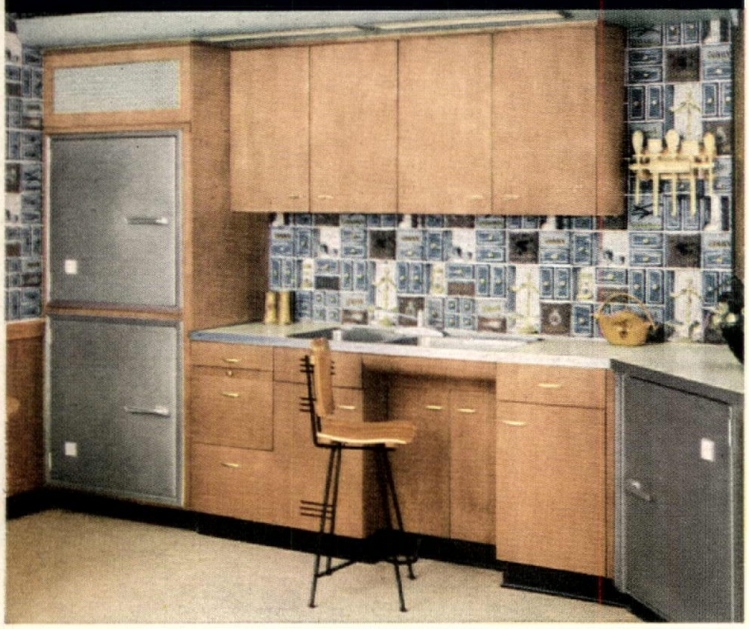
Revco BILT-IN

REFRIGERATORS & FREEZERS



The Architects' True Conception of Built-Ins!

Multiple Revco application, two refrigerators and two freezers.

Refrigerators above, loading counter between. Freezer and storage below.

Two Revco refrigerators and two freezers in horizontal line.

In home planning, architects want flexibility in built-ins. Revco refrigerators and freezers provide not only flexibility, but color, beauty and convenience. No matter what arrangement your clients want, Revco's proved design keeps the units "built-in".

Here's a check list that will readily answer your questions on how Revco provides modern architects with ideal kitchen designs.

☐ Color	Stainless steel, antique copper and wood finishes plus custom matched colors.
☐ Arrangement	Horizontal or vertical freezer and refrigerator or in multiples or the new undercounter freezer.
☐ Models	8.4 moist-cold refrigerator—5.7 freezer—8.1 ice maker refrigerator.
☐ Capacity	A typical vertical or horizontal installation of freezer and refrigerator gives 14.1 cu. ft. of storage space.
☐ Dimensions	Designed to fit standard cabinet installations. 3′ modules, 24″ deep.
☐ Installation	Separate units make Revco easiest to install in kitchens of any design.
☐ Warranty	5 year warranty on *complete* refrigeration system.
☐ Information	Complete architect's information file available FREE for the asking.

Get the complete Revco story today and have the information for your clients at your fingertips. Revco has prepared for you a special architect's file with all the information you need on built-in refrigeration to answer the questions your clients may have about new or remodeled kitchen designs.

REVCO

SPECIALISTS IN REFRIGERATION • DEERFIELD, MICH.

SEND TODAY

REVCO, INC., Deerfield, Mich., Dept. HH-17
Please send me my free Architect's information file on Revco Bilt-Ins.

Name _____

Office Address _____

City _____ Zone ____ State _____

what sells your homes in a buyers' market?

☐ SAFETY SELLS! ☐ COMFORT SELLS! ☐ STYLE SELLS!

Today it takes all three to sell new homes. Hydroguard, the tub and shower control used in trend-setting model homes throughout the country, has all three! Hydroguard features easy single dial adjustment with *thermostatic* control that holds temperature steady regardless of variations in temperature or pressure of the water supply. Parents will welcome Hydroguard's built-in protection features — safety limit and automatic shut-off that eliminate the danger of scalding. Women particularly admire Hydroguard's smartly styled chrome face plate.

☐ AND ADVERTISING SELLS!

Your prospects have seen Hydroguard in all 23 Electri-Living Homes, in the 1956 House of Ideas, and in Research House — 1956. It is advertised in *Time, Living for Young Homemakers, House & Garden,* and *House Beautiful.* Powers also supplies point-of-sale promotion material.

HYDROGUARD WILL HELP YOU SELL!
Send for a free copy of "Safer Showers" — the illustrated 8-page booklet that tells all about Hydroguard. Write today to
THE POWERS REGULATOR COMPANY
Skokie 20, Ill.

POWERS

HYDROGUARD®

TWO GREAT NAMES IN PLYWOOD AND DOORS

NOW ONE

WHEN Simpson acquired the properties of the M & M Wood Working Company it was news—but the BIG news to builders is that the combined resources of Simpson *and* M & M now provide a single dependable source of fir and redwood plywood, plywood specialties, and flush and panel doors.

This means that builders can use Simpson-M & M plywoods and doors with assurance of the same uniform high quality that has characterized the products of Simpson since 1895 and M & M since 1905.

Rely on Simpson

QUALITY • SERVICE • INTEGRITY
SINCE 1895

FOR ASSURANCE OF HIGH QUALITY
USE THESE FINE BRANDED PLYWOODS

Simpson M&M	FIR PLYWOOD
Simpson M&M	FIGURED GRAIN REDWOOD
Simpson M&M	RIFT GRAIN FIR AND REDWOOD
Simpson M&M	FIR AND REDWOOD SHADOWOOD
Simpson M&M	FIR AND REDWOOD PLYWEAVE
Simpson M&M	REDWOOD RUSTICWOOD
Simpson M&M	FIGURED GRAIN PHILIPPINE MAHOGANY
Simpson M&M	RIBBON GRAIN PHILIPPINE MAHOGANY
Simpson M&M	BIRCH AND KNOTTY PINE
Simpson M&M	TEXTURE 1-11, LONG LENGTH, JUMBO AND BOAT PANELS

. . . AND THESE BRANDED DOORS

Simpson M&M	FLUSH AND PANEL DOORS

SIMPSON LOGGING COMPANY

SALES OFFICE, PLYWOOD AND DOOR PRODUCTS: 2301 N. COLUMBIA BLVD., PORTLAND 17, OREGON
REGIONAL SALES OFFICES IN NEW YORK, CLEVELAND, CHICAGO, MINNEAPOLIS, MEMPHIS, DALLAS, DENVER, LOS ANGELES, PORTLAND, SEATTLE
GENERAL OFFICES IN SHELTON, WASHINGTON

SLO-61B

The new age of lighting is here!

Use LUXTROL Light Control to help sell your homes!

Only once in a long, long time does something as dramatically new as LUXTROL Light Control come your way!

Take full advantage of this new concept of lighting... to give your homes unusual distinction and appeal. Without adding materially to costs, either.

LUXTROL Light Control creates any level of light... from dark to full bright! Just by turning a dial.

Look at the nursery scenes above. How easy it is, with LUXTROL, to dial just the right light for reading. How gradually, gently, you can diminish light . . . to put a child in the right mood for sleep.

Notice how you can dial a soft light for baby-checking. Or get a slightly higher level of light for answering "night calls".

The nursery, here, is used only as an example. It is just one of many rooms where LUXTROL gives lighting convenience and decorative effects never dreamed of before. Actually, LUXTROL can be used to advantage in every room in a house.

LUXTROL is a cool, efficient autotransformer . . . not a rheostat. It is precision-engineered . . . silent . . . safe. Approved by Underwriters' Laboratories. Low-cost.

Consult your electrical contractor for all the facts about LUXTROL Light Control. We'll send you **LUXTROL** literature. Mail the coupon.

THE SUPERIOR ELECTRIC COMPANY
3126 Demers Ave., Dept. H
Bristol, Connecticut

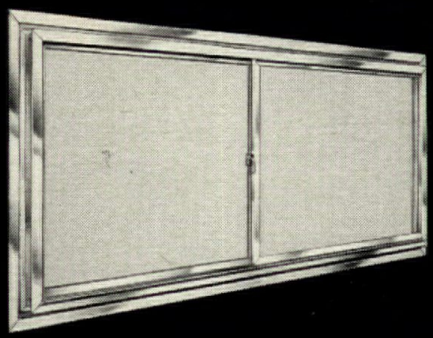
Please send me full design data on new LUXTROL *Light Control . . . and the names of electrical contractors in my area.*

Name_____

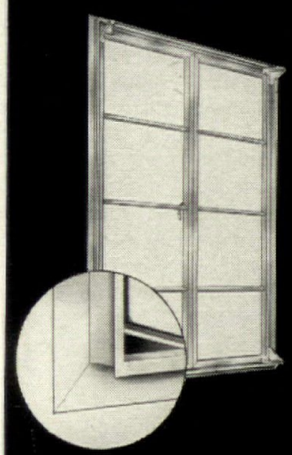
Street_____

City_____ Zone____ State_____

CECO WINDOWS—THE LINE DESIGNED WITH THE BUILDER IN MIND



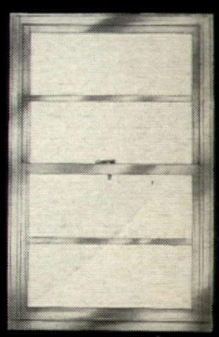
Aluminum Horizontal Sliding Window—Integral Fin-Trim Type . . . Pre-punched for fast, simple installation, no exterior trim necessary. Just set in rough opening, square, nail through integral fin-trim, bring siding to trim stop and caulk. Ceco selection also includes Wood Buck Type, designed for wood rebates.



Aluminum Integral Fin-Trim Casements . . . In these Ceco feature windows there are no fins or outside trim to attach. They are built into the frame, assuring quick installation, low construction cost, and extra strength. Also available in the Ceco line are Z-bar Residence Casements, steel or aluminum, with separate inside-outside steel trim, or inside casing only.

quality

Aluminum Double-Hung Residential Window, Series 50-B . . . Sash float on stainless steel weatherstripping, provide weathertight fit. Invisible balances are built-in for smooth operation. Jambs sleeve together in multiple openings, thus eliminating mullions. Separate exterior Fin-and-Trim and Inside Casings are also available.



SOMETHING NEW— SOMETHING OLD...

Ceco Offers Widest Variety of Modern Windows... Old-Fashioned Values and Services

"The Storehouse of Quality—Quantity—Creative Engineering" . . . that's the reputation Ceco has earned among builders. For Ceco provides a greater selection of steel and aluminum windows than any other manufacturer. However, you can still count on the same good old-fashioned craftsmanship and service. Here, truly, is the line offering the widest variety and versatility . . . windows to fit any type of wall construction . . . to fit any building budget.

The versatile Ceco line is complemented by the famous *Ceconomy Basement Windows.* Special features include combination fin and masonry guide built into the jamb.

Ceco Screens and Storm Windows are available for all Ceco installations. Ceco also offers Steel Interior Residential and Sliding Closet Doors . . . unequaled in Styling . . . Utility . . . Economy.

CECO STEEL ®

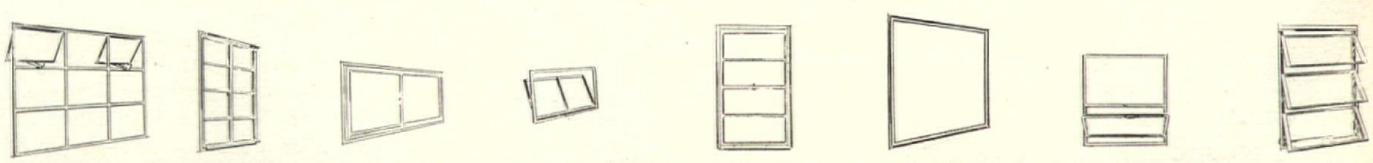
AMERICA'S WIDEST LINE OF STEEL AND ALUMINUM WINDOWS AND SCREENS

CECO STEEL PRODUCTS CORPORATION

Offices, warehouses and fabricating plants in principal cities

General Offices: 5601 West 26th Street, Chicago 50, Illinois

See the Ceco display at the National Association of Home Builders Show, Booths 105-107, Conrad Hilton Hotel, Chicago, January 20-24, 1957.



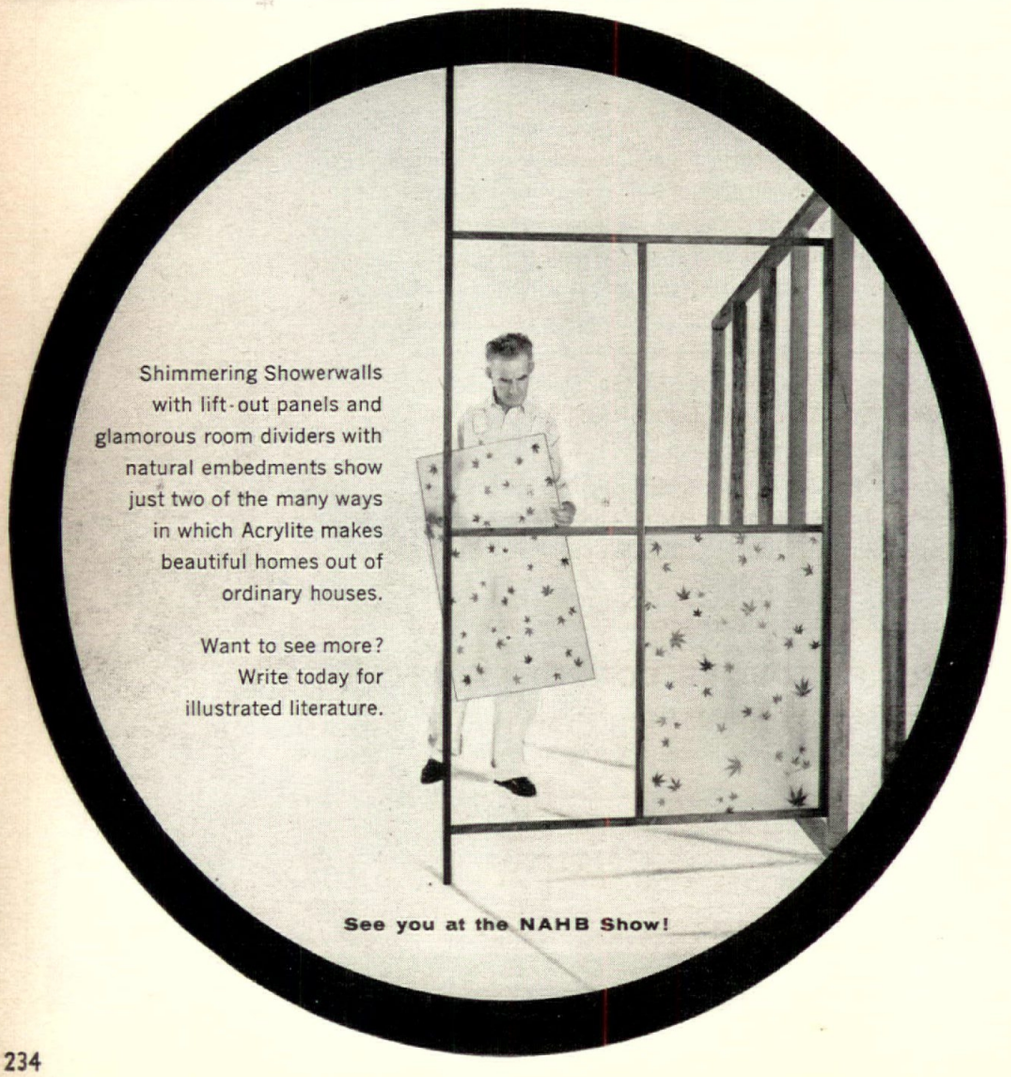
Window-Walls | Casements | Sliding Windows | Basement Windows | Double-Hung Windows | Picture Windows | Hopper-Vent Windows | Awning Windows

In construction products Ceco Engineering makes the big difference . . . Windows, Screens and Doors / Metal Lath / Metal Roofing Products / Steel Joists / Concrete Reinforcing

for further details check numbered coupon, p. 270

WASCO PRODUCTS, INC.

Bay State Road, Cambridge 38, Mass. • Wasco Chemical (Canada) Ltd., Toronto 12, Ontario



n.

BUDGET-PRICED STAINLESS STEEL SINKS are designed to compete with porcelain-on-steel units. Slightly concave bowl walls and bigger corner radii have simplified manufacture and allowed Elkay to cut costs, even though standard 20 ga. steel is used. U-2000 sinks are available in 32 x 21″ double bowl model, and a 24 x 21″ single bowl model, both with ledges. They are completely sound deadened and come with three or four hole drilling. Price: large model $40.83 (see cut), small model $25.75. Volume discount available. Elkay Mfg. Co., 1874 S. 54 Ave., Chicago, Ill.

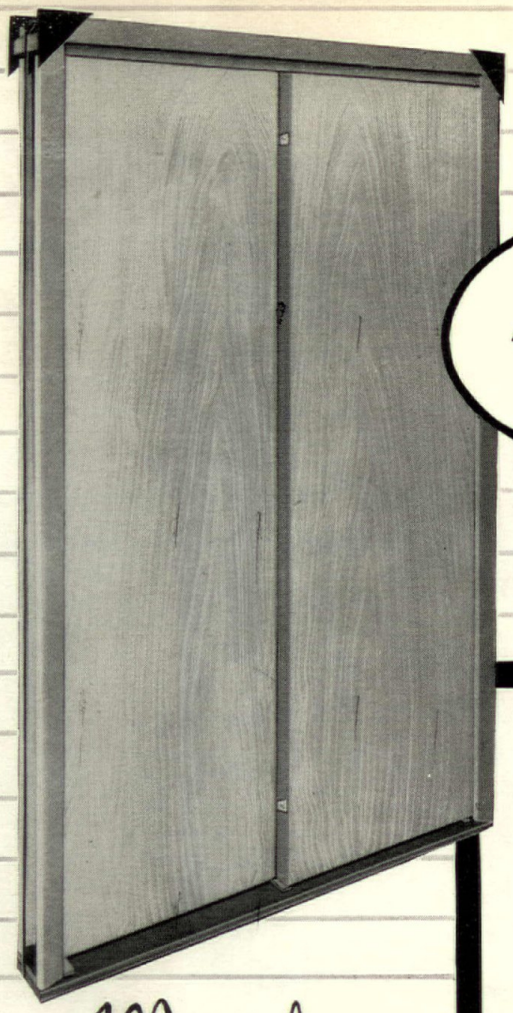
o.

FOOD WASTE DISPOSER can be fed continuously; no need to sort or measure garbage loads. Disposer measures 10¾″ high, 7½″ in diameter and weighs under 25 lbs. It can be fitted to any sink with standard 3½″ strainer fitting and 1½″ drain. Adjustable elbow fits standard traps and can be replaced with longer or straight sections. Noise and vibration are cut by baffles within the grinding chamber which slow down rotation, by a two-chamber air space in the grinding wall and by special mounting and connection gaskets which prevent metal to metal contact. Sealed ⅓ hp motor is water cooled does not require lubrication. American-Standard, New York 18, N. Y.

p.

GAS RANGE IN THREE SIZES—36″, 30″, 20″— has a host of features. All three ovens light when control is turned on. Each has a back panel with self-starting clock, a 4-hour timer and an appliance outlet. Removable griddle in middle work surface of 36″ range pulls up to reveal a fifth burner. When neither are in use, area is topped with a white baked enamel cover to give extra work area. Thermal Eye top burner, smokeproof broilers are other

continued on p. 240



The makers of Ready Hung Doors proudly present an EXCITING, NEW ADDITION to the Ready Hung door Family—a

Ready Hung® DOOR BY-PASSING UNIT

PAT. NO. 2489029

fully assembled, ready to install in 20 minutes!

New Member of the Family

LOADED WITH NEW AND PRACTICAL FEATURES

- TWO-POINT BOLT SUSPENSION* of the track insures continuous TROUBLE FREE operation
  - —eliminates bent tracks due to sagging headers
  - —eliminates loosening of track suspension screws
  - —eliminates 90% of job adjustment of door hangers
- Header-jamb is designed to eliminate need for blocking to the rough header.
- Can be installed in 20 minutes just like the hinged Ready Hung Door.
- Has the narrowest fascia that the width of trim used will permit.
- Header-trim is at the same height from floor as for hinged Ready Hung Doors.
- Split-jamb is adjustable for walls from 4⅜" to 5½" thick—makes installation easy.
- Patented packaging insures delivery with joints square and tight.
- Saves TIME—LABOR—MONEY—WASTE — WORRY—SKILL

DOES A BETTER JOB

Unbelievably TROUBLE FREE

* Patent Pending

READY HUNG DOORS MADE BY THESE LEADING WHOLESALERS

ALBANY, N. Y.
Iroquois Millwork Corp.

BALTIMORE, MD.
Central Building Supply, Inc.

BIRMINGHAM, ALA.
National Woodworks ,Inc.

BOSTON, MASS.
A. W. Hastings & Co., Inc.
Somerville 44, Mass.

BUFFALO, N. Y.
Iroquois Door Co.
The Whitmer-Jackson Co., Inc.

CHICAGO, ILL.
Morgan Sash & Door Co.

CINCINNATI, OHIO
Acme Sash & Door Co.

CLEVELAND, OHIO
The Whitmer-Jackson Co.
Massillon, Ohio

DAYTON, OHIO
Dayton Sash & Door Co.

DENVER, COLO.
Lumber Dealers, Inc.

GRAND RAPIDS, MICH.
Porter-Hadley Company

HUNTINGTON, WEST VA.
Iron City Sash & Door Co.

HOUSTON, TEXAS
Southwest Sash & Door Co.

INDIANAPOLIS, IND.
Midland Building Industries, Inc.

LOS ANGELES, CALIF.
Ready Hung Door Mfg. Co.
Burbank

MARION, IND.
General Millwork Corp.

NEW YORK, N. Y.
Bailey-Whalen Co.
West Orange, N. J.

OAKLAND, CALIF.
Ready Hung Door Mfg. Co.

PITTSBURGH, PENN.
Iron City Sash & Door Co.

ROCHESTER, N. Y.
The Whitmer-Jackson Co., Inc.

SAGINAW, MICH.
Flint Sash & Door Co., Inc.

SAN ANTONIO, TEXAS
Ready Hung Door Mfg. Corp.

SEATTLE, WASH.
Acme Millwork, Inc.
Kirkland, Wash.

SIOUX FALLS, S. DAK.
Jordan Millwork Co.

SPRINGFIELD, MO.
Southern Supply Company

ST. LOUIS, MO.
Imse-Schilling Sash & Door Co.

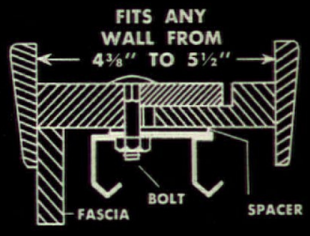
ST. PAUL, MINN.
Minnesota Wood Specialties, Inc.
St. Paul Park, Minnesota

SYRACUSE, N. Y.
Iroquois Door Co.

TOLEDO, OHIO
Allen A. Smith Co.

TORONTO, CANADA
C. Lloyd & Son Limited

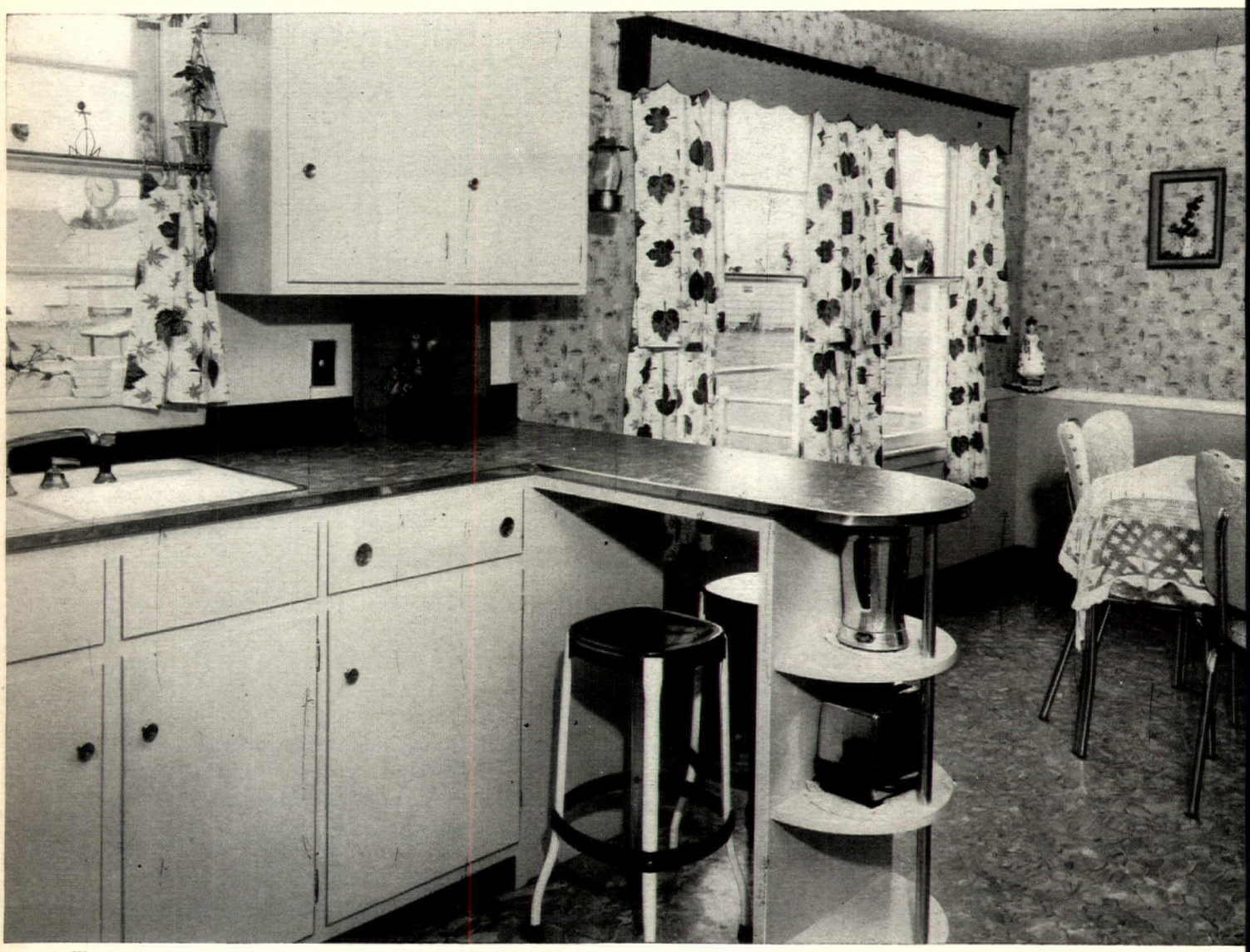
WACO, TEXAS
Frank Stevens Sash & Door Co.



READY HUNG DOOR CORP., FORT WORTH 2, TEXAS

CALL YOUR LUMBER DEALER

"Why we chose Gold Seal® for our 500-



The focal point of the beautiful, modern Walnut Hill Acres kitchen is its colorful "Design X" floor. Bathroom floors are of luxurious looking Gold Seal Nairon® Standard plastic tile.

At Walnut Hill Acres, colorful new Gold Seal Linoleum attracts prospects . . . helps sell homes faster!

"Design X" in Gold Seal Inlaid Linoleum is a triumph in all-over design! Colors are true and clear—without the cloudiness usually found in this type of decoration. The pattern, though non-directional, is sharp and definite . . . has life and snap! It's the all-over design homemakers have been asking for! And "Design X" fully meets FHA Title I requirements. Just look at these other sale-clinching features:

- **For any decor**—The quiet beauty of "Design X" is right for any style home . . . for every room in the house. Random blending of basic colors, and multi-color accents provide virtually unlimited color themes for decorating.
- **Easy cleaning**—The satin-smooth surface seals out dirt and grease . . . spills wipe up in a jiffy! And scuffs vanish in the all-over design!
- **Lasting Beauty**—Pattern and colors are inlaid—so "Design X" holds its fresh, clear beauty as it wears!
- **Exclusive SuperFlex Backing**—The patented felt backing adds flexibility and strength. It eliminates need for extra lining felt—cutting installation cost.

You can offer your customers "Design X" in 6 color choices. See them—and all the other selections in linoleum, plastics, rubber, vinyl-asbestos, cork and asphalt—at your Gold Seal Dealer. He's listed in the yellow pages of the phone book under "Floors" or "Linoleum." Whether you build 1 home or 1,000—in any price range—there's a Gold Seal floor that can help you sell homes faster! Visit your Gold Seal Dealer today!

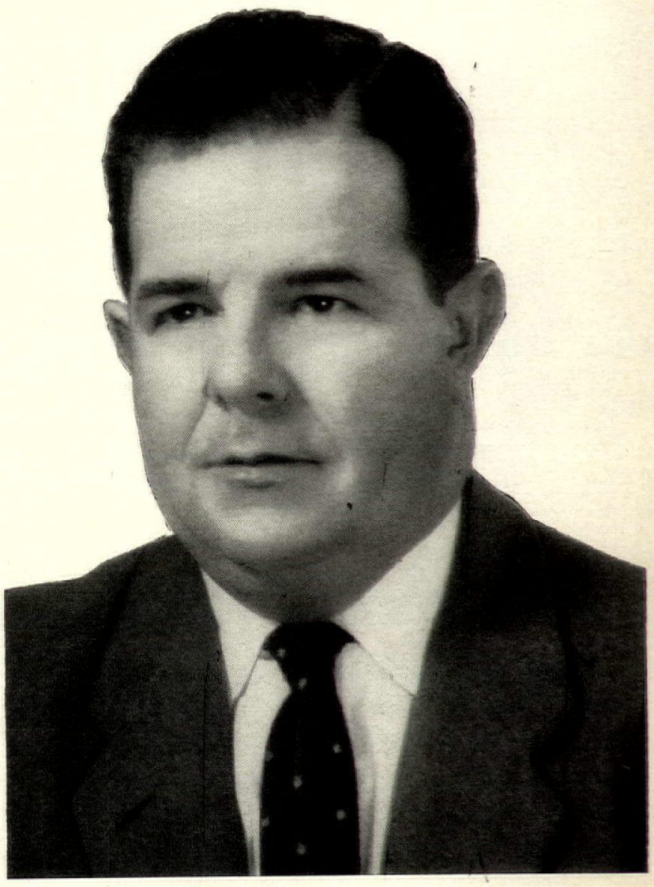
Inlaid Linoleum home development"

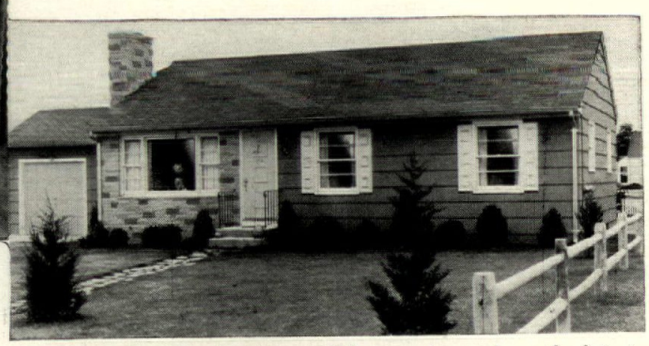
. . . a reason-why report by Armand Ferland, President of Alphage Ferland & Sons, Inc., Pawtucket, Rhode Island.

Thirty years of large-scale building have convinced these prominent Rhode Island Builders that name brand advertised building products speed up sales!

"We've found," says Armand Ferland, "that in resilient flooring the Gold Seal name is easily identified and preferred by our customers. That's why we wanted Gold Seal Linoleum for our new Walnut Hill Acres development in East Woonsocket, R. I. And we hit the jackpot in our choice of pattern! Customer reaction to the Design X* Linoleum in our model has been very enthusiastic.

"Another big reason for our choosing Gold Seal Linoleum is the SuperFlex® backing. This exclusive feature eliminates the need for extra lining felt . . . cuts our installation time and cost. Yes sir, like our customers—we're sold on Gold Seal Inlaid Linoleum!"





The $12,000-$15,000 Walnut Hill Acres homes have the latest in decorating ideas. "Design X"—ideal for *any* decorative plan, any room—proved to be the perfect pattern choice!

12,000 square yards of Gold Seal "Design X" Linoleum will be installed in the 500-home Walnut Hill Acres development shown in this view.

FOR HOME—BUSINESS—INSTITUTIONS

BY THE YARD AND TILES—Inlaid Linoleum • Nairon® Plastics Vinylbest* Tile • Cork Tile Rubber Tile • Asphalt Tile

PRINTED FLOOR AND WALL COVERINGS—Congoleum® and Congowall®

RUGS AND BROADLOOM—LoomWeve®

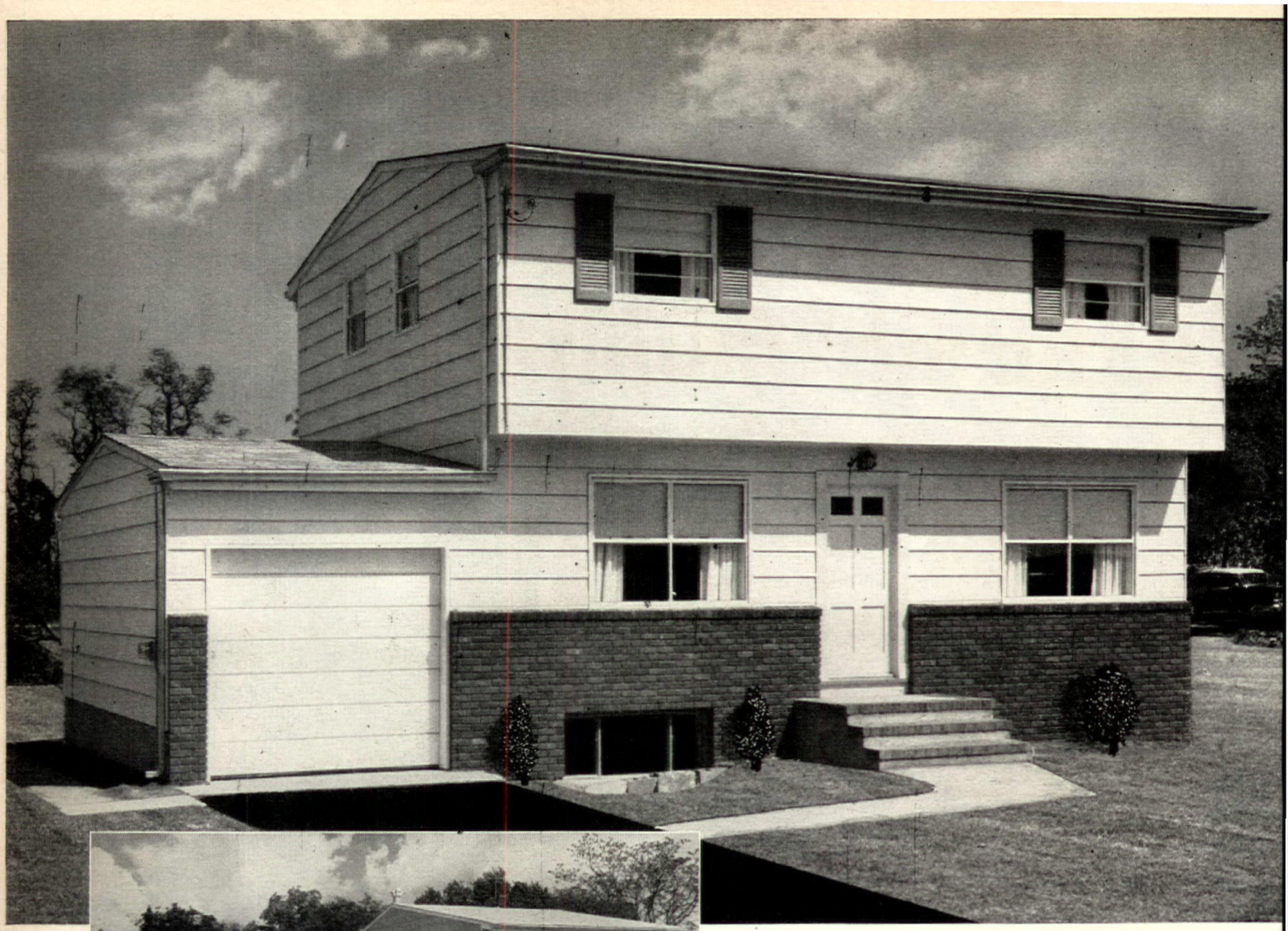
SATISFACTION GUARANTEED OR YOUR MONEY BACK

© 1957 CONGOLEUM-NAIRN INC., KEARNY, N. J.

FOR THE LOOK THAT'S YEARS AHEAD

Gold Seal® FLOORS AND WALLS

*Trademark



An old favorite with modern innovations. Hope Homes "Georgetown" two-story: 4 bedrooms, extra lavatory, garage, full basement, finished recreation room. Featuring Truscon Steel Simplex Casements and Ranch Window.

Over 2000 square feet of planned perfection. Hope Homes "Spacemaker Split Level": 8 rooms, two baths, playroom, garage. Featuring Truscon Series 138 Double-Hung Steel Windows, Casements and Ranch Window.

53 feet long . . . low . . . and luxurious. Hope Homes "Coronado Ranch": 7 rooms, center hall, extra lavatory, recreation room, basement. Featuring Truscon Series 138 Double-Hung Steel Windows and big Truscon Ranch Window.

REPUBLIC

REPUBLIC STEEL

World's Widest Range of Standard Steels

Fleetwood Park

sells out fast to value-conscious families

Truscon Steel Windows Add Plus-Value

Hope Homes, Inc., developers of Fleetwood Park in Monmouth County, New Jersey, believe in offering value-conscious homeseekers a lot of living for a dollar. Fleetwood Park's fantastic sales success proves how well they've done it. A complete 500-home sellout in 5 months!

Builders, Saul Cantor and Paul Goldman, wanted to achieve custom planning in the modest-cost field. They did it by offering twelve different elevations of three designs. In so doing, they used three different types of Truscon Steel Windows — Series 138 Double-Hung, Casement, and Ranch.

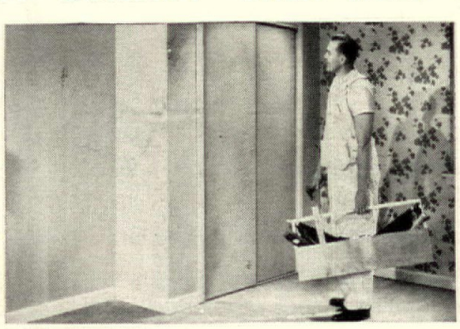
They say, "These days a builder has to offer more real value. Truscon Steel Windows help us do just that. They're top quality, at installed costs we can live with. We easily paint Truscon Steel Windows to harmonize with exterior and interior colors. This helps us avoid look-alike monotony. Truscon service and deliveries are dependable. Our buyers like the windows, too. A nationally merchandised brand that people recognize makes selling a lot easier."

Quality . . . attractive installed-cost . . . paintability . . . proper design . . . Truscon service . . . consumer acceptance . . . are the big reasons why builders, Cantor and Goldman, choose Truscon Steel Windows. Good reasons for you, too! Send coupon for latest Truscon Window Catalog listing all types and sizes for immediate delivery from warehouse stocks.

MORE REPUBLIC "MARKS OF QUALITY" THAT HELP BUILDERS SELL HOMES

"REPUBLIC STEEL KITCHENS adapt themselves perfectly to the designs of our houses," says Mr. Donald Huber, Executive Vice-President of Huber Construction Company, Dayton, Ohio, builders of 1000 homes a year. "They give us true flexibility—a real custom-design kitchen from stock units. What's more, I know they are one of the outstanding value-features of our homes—our customers constantly tell us."

Like to know more about value-packed Republic Steel Kitchens? Ask your distributor, or send coupon.



TRUSCON STEEL SLIDING CLOSET DOORS are real sales-closers. They glide noiselessly on nylon rollers. Women buyers can't resist them! You save, too. Installation is fast, easy. No cutting, fitting, planing needed. The doors come complete with frame. Paint to match room decoration . . . just one coat. Truscon Sliding and Swing Doors in warehouse stocks. Send coupon for size information.

ROOF DRAINAGE THAT NEVER NEEDS REPLACING is a powerful merchandising feature. You can have it by installing Republic Stainless Steel Roof Drainage Products and accessories. Stainless steel never needs replacing because it can't rust or corrode. It won't "bleed" or stain painted siding. Can be left unpainted for more savings. Ask your roofing contractor for estimates; send coupon for more value facts.

STEEL

and Steel Products

REPUBLIC STEEL CORPORATION
Dept. C-2992
3122 East 45th Street, Cleveland 27, Ohio

I'm interested in information on:

- ☐ Truscon Windows
- ☐ Truscon Steel Interior Doors
- ☐ Republic Steel Kitchens
- ☐ Republic Stainless Steel Roof Drainage Products

Name_____ Title_____

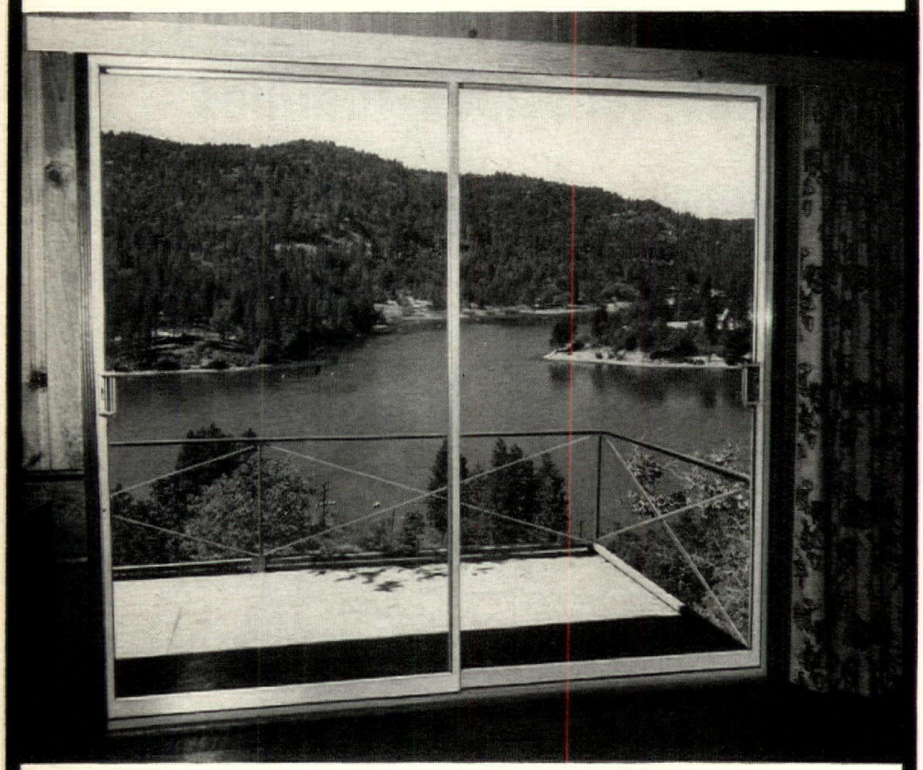
Firm_____

Address_____

City_____ Zone____ State_____

Announcing

TRIMVIEW'S ALL-NEW SLIDING GLASS DOORS



More features! More sales appeal! Competitively-priced to meet your building requirements!

LOOK AT THESE FEATURES! New attractive handles inside and out • New flipper-type jamb latch is integral part of interior handle • New lever-type latch on meeting stiles of multiple vent doors • All panels slide • Wider top rail permits reversing of doors • Sloped sill with large drainage slots • Improved continuous weather-stripping • Satin-like alodized finish for high corrosion resistance • Easier frame assembly and glazing for quick installation • Mechanically fastened corners; concealed joint screws.

OPTIONAL FEATURES INCLUDE: Handsome aluminum-and-lucite handles • Cylinder key lock • Nail-on trim fin for brick veneer, wood siding, stucco, concrete block • Interior snap-on sill extensions • Exterior sill flashing.

Trimview Package Plan

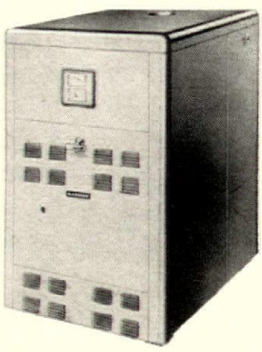
More than one dozen fine matching aluminum building products are available under Trimview's Package Plan: You deal with one company. You gain beauty and product uniformity. Your building schedules are expedited.

See the Trimview Package on Display
NAHB Show, Booth 325, Conrad Hilton Hotel

TRIMVIEW *Matching Aluminum Building Products*
metal products
COVINA, CALIFORNIA

for further details check numbered coupon, p. 270

features. Oven of 30″ range is good-sized—24″ w., 19″ d., 13″ h. Thermal Eye burner is available as an extra with this model. 20″ rangette, for limited space, has an oven 16″ w. x 19″ d. x 13″ h. Hardwick Stove Co., Cleveland, Tenn.



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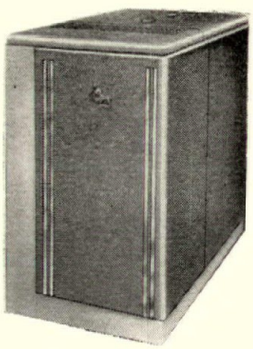
BASMOR UNIPAK is a new packaged gas-fired boiler for hot water heating. Boiler, controls and accessories are factory assembled and wired and the unit is shipped in one crate. Unipak is AGA approved for use with all gases, including LP, and for installation on combustible floors. Available in 3-section and 4-section sizes, Btu hourly input ratings range from 110,000-165,000 and gross output ratings from 88,000-132,000, depending on boiler size and type of gas. Unipak has cast iron sections, Fiberglas insulation, built-in draft diverter, an air control fitting to keep air out of the system, installed circulator pump and heat anticipating thermostat. Unit is 30⅛″ l., 23½″ w., 33¼″ h. Bastian-Morley Co., Inc., LaPorte, Ind.



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NEW SECTIONAL BOILER passes easily through narrow doors and halls. Burner and controls are at front of boiler to give maximum access for cleaning and servicing. Premier boiler

continued on p. 246

House Beautiful's Pace Setter families specify when they build and remodel

Today's building market is moving up to larger, more expensive houses. The proportion of houses in the upper brackets ($15,000 and over) has almost doubled since 1954. *Bureau of Labor Statistics Characteristics Of New Housing, 1st quarter 1956.*

House Beautiful delivers a tailor-made audience for this new building market: families with *money to plan* and *custom build* homes—*money to furnish* and *decorate* them—to *landscape* the grounds. Families with power to *select* your product—to *specify* your product and *buy* your product. Median income: $10,000.

7 out of 10 House Beautiful families have incomes of $7500 and over.

"Families with incomes $7500 and over after taxes, have most money to spend as they please"—*Bureau of Labor Statistics.*

3 out of 5 House Beautiful heads of households are executives or professional people.

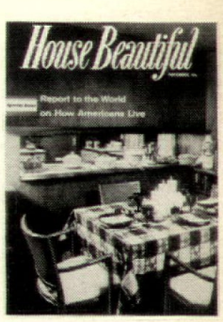
"Most savings are held by self-employed who earn 16.5% of aggregate national income, but account for 55.1% of aggregate national savings!"—*Bureau of Labor Statistics.*

Most important: House Beautiful is bought and used as a guide both by Pace Setter families and influential builders who *specify* and *buy* products for their *packaged houses.*

Copy for copy, House Beautiful is No. 1 choice among new home building families and operative builders (those who build 9 out of 10 of all houses built for sale).

Over 55,000 people in retail and building trades subscribe to House Beautiful. Over 19,500 in Building trades (8,000 are architects, engineers, designers, builders and contractors); over 36,000 retail store (department, furniture, home furnishings, jewelry stores and interior decorators).

Only House Beautiful takes your sales message to 650,000 Pace Setter families. With over 5 readers per copy, here's a man-woman audience 3¼-million strong!

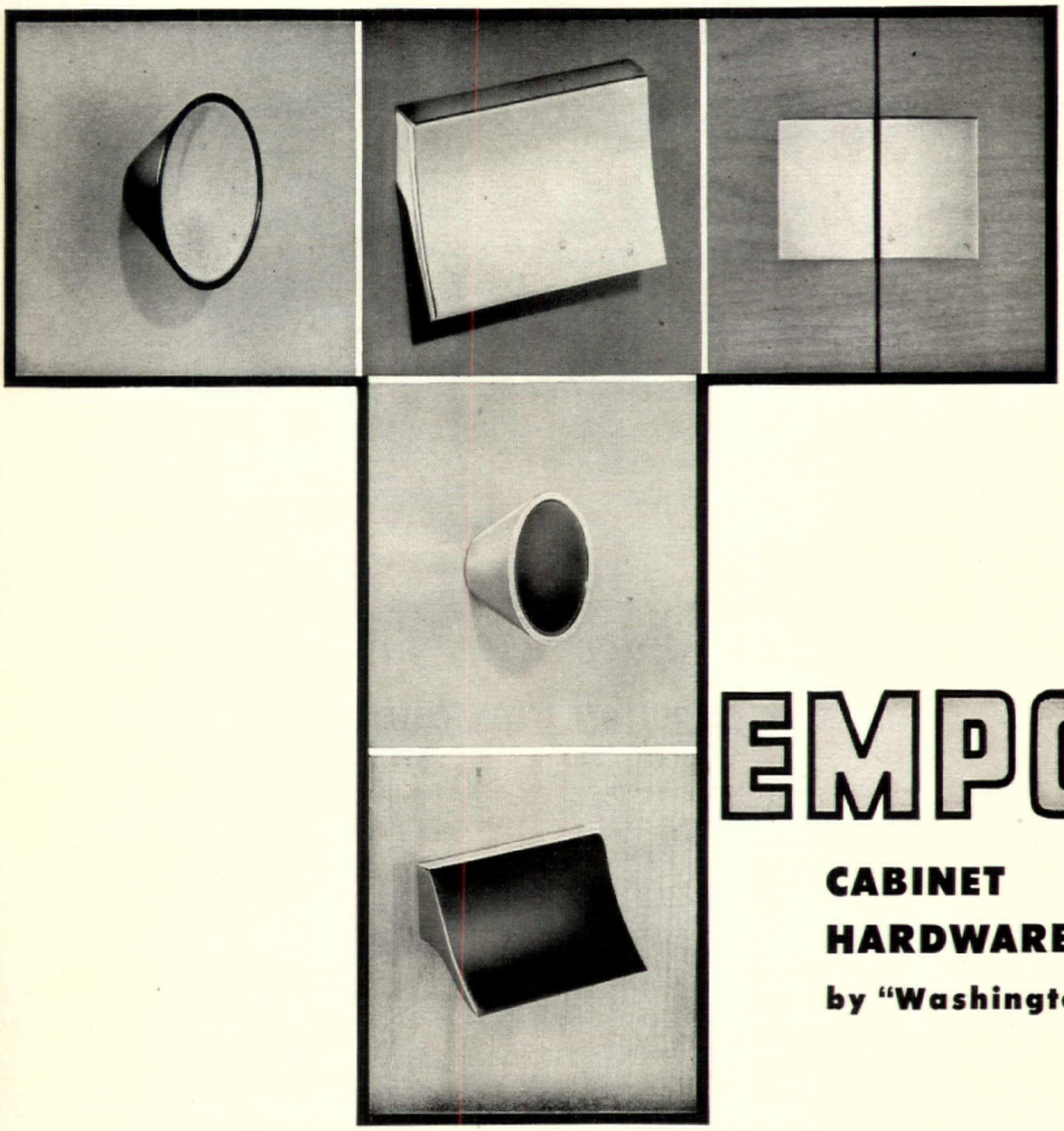


House Beautiful MAGAZINE

572 Madison Avenue, New York 22, New York

the one magazine that sells <u>both</u> sides of the counter

for new or remodeled kitchens, furniture, or built-ins



EMPO

CABINET HARDWARE

by "Washington"

WASHINGTON® LINE

FOR A FREE FOLDER, SEE YOUR DEALER, OR WRITE TO:
WASHINGTON® STEEL PRODUCTS, INC.
DEPT. HH-1, 1940 EAST 11th STREET
TACOMA 2, WASHINGTON

YOU GET MORE WITH TRADE-WIND

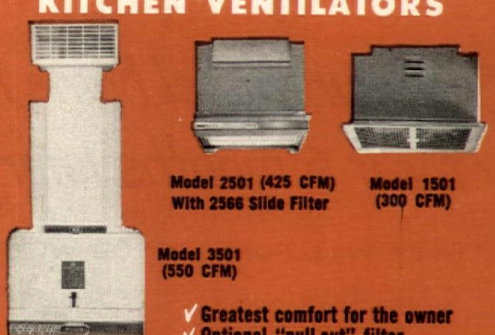
MORE Style

with TRADE-WIND VENTILATING HOODS

- ✓ Highest style for every kitchen
- ✓ Best workmanship in copper or stainless steel.
- ✓ Pre-wired for easiest installation
- ✓ 30" to 48" lengths

MORE Comfort

with TRADE-WIND KITCHEN VENTILATORS

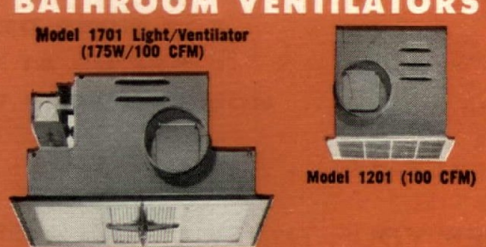


- ✓ Greatest comfort for the owner
- ✓ Optional "pull-out" filter
- ✓ Integral backdraft dampers
- ✓ Blower wheels for certified air delivery
- ✓ For use with any Trade-Wind Hood

...And you'll see MORE of TRADE-WIND at the NAHB Show, Booth 449 Sherman Hotel

MORE Efficiency

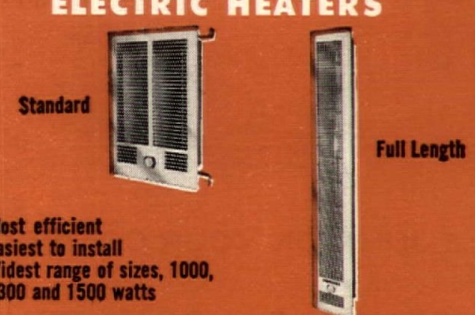
with TRADE-WIND BATHROOM VENTILATORS



- ✓ Effective moisture and odor control
- ✓ Combination light and ventilator

MORE Heat

with TRADE-WIND ELECTRIC HEATERS



- ✓ Most efficient
- ✓ Easiest to install
- ✓ Widest range of sizes, 1000, 1300 and 1500 watts

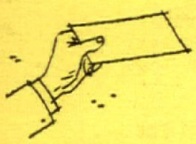
Trade-Wind Motorfans, Inc. 7755 PARAMOUNT BLVD., DEPT. HH, RIVERA, CALIF.

Another THYER "Silver Platter" SERVICE

THYER WILL

Put up your model home now!
Pay for it 6 months later

THYER WILL FURNISH YOU WITH:



1. House package
2. Delivery to your lot
3. Financing Fees
4. Most of your
   local labor
   local materials
   local subcontract costs
5. Promotion expenses
6. A standby commitment — if needed

Yes, it's absolutely true . . . if you qualify on the above four points, Thyer will deliver a model home to your lot and you don't pay one cent for 6 months!

This gives you time to erect the model house, finish it, furnish it, advertise it. It gives you time to plan and conduct a hard-selling Open House campaign. It gives you time to fully qualify for Thyer's 120-day construction financing, time to arrange for more FHA or VA appraisals and financing commitments.

By the time you pay for the model home you've realized the profit!

FOR MORE DETAILS SEE US AT THE HOME SHOW IN CHICAGO

GET THE JUMP ON YOUR COMPETITION—ORDER YOUR THYER MODEL HOME TODAY

—AND GET YOUR FHA OR VA COMMITMENT.

DO YOU HAVE GOOD CREDIT RATING?

DO YOU HAVE AT LEAST 5 LOTS TO BUILD ON?

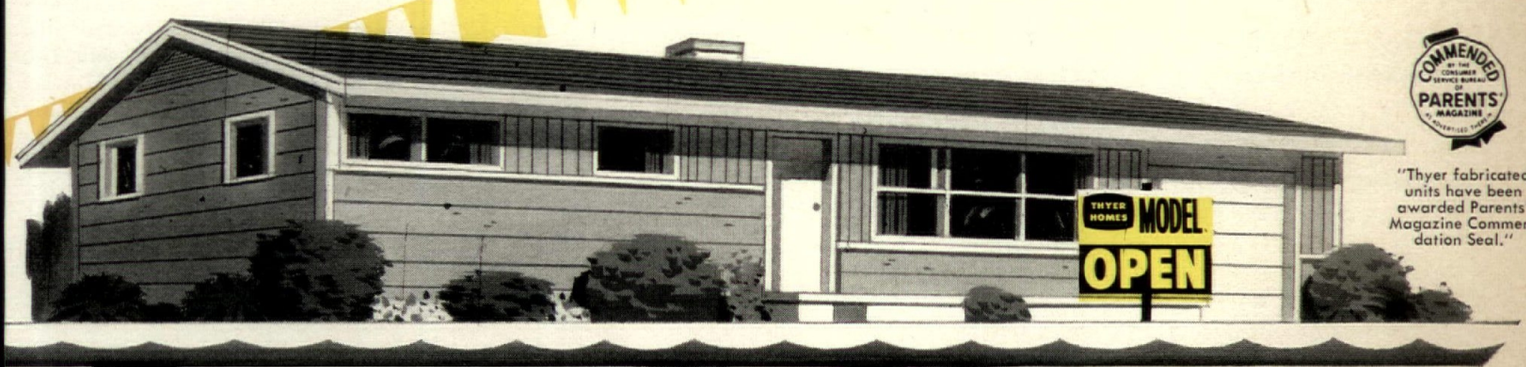
ARE YOU MERCHANDISING-MINDED?

WILL YOU CONDUCT AN OPEN HOUSE?

if so...

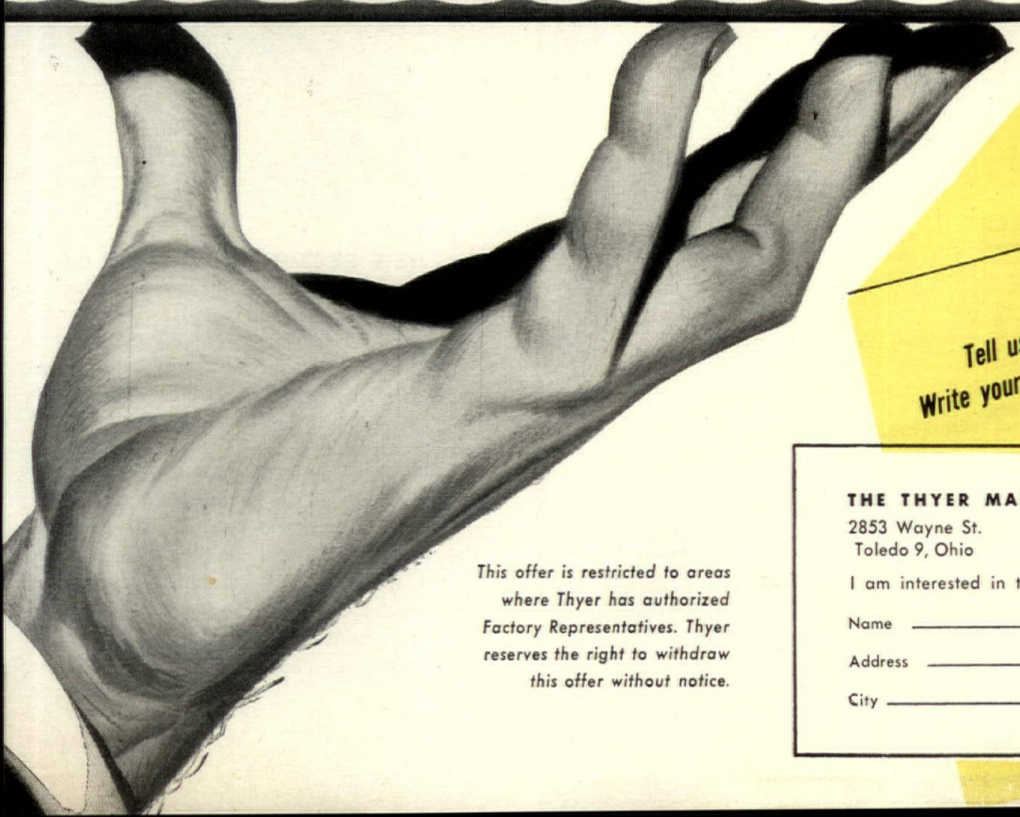
STAKE YOU TO A MODEL HOUSE!

...including a "built-in" Sales Plan



COMMENDED BY THE CONSUMER SERVICE BUREAU OF "PARENTS" MAGAZINE

"Thyer fabricated units have been awarded Parents' Magazine Commendation Seal."



THYER HOMES

Tell us where to send it.
Write your name and shipping address here.

Your Thyer Representative will contact you for an appointment to discuss full particulars.

THE THYER MANUFACTURING CORPORATION

2853 Wayne St.
Toledo 9, Ohio

or

515 E. Yazoo St., Dept. 4
Jackson, Miss.

I am interested in the Thyer Model Home Program.

Name _____

Address _____

City _____ State _____

This offer is restricted to areas where Thyer has authorized Factory Representatives. Thyer reserves the right to withdraw this offer without notice.

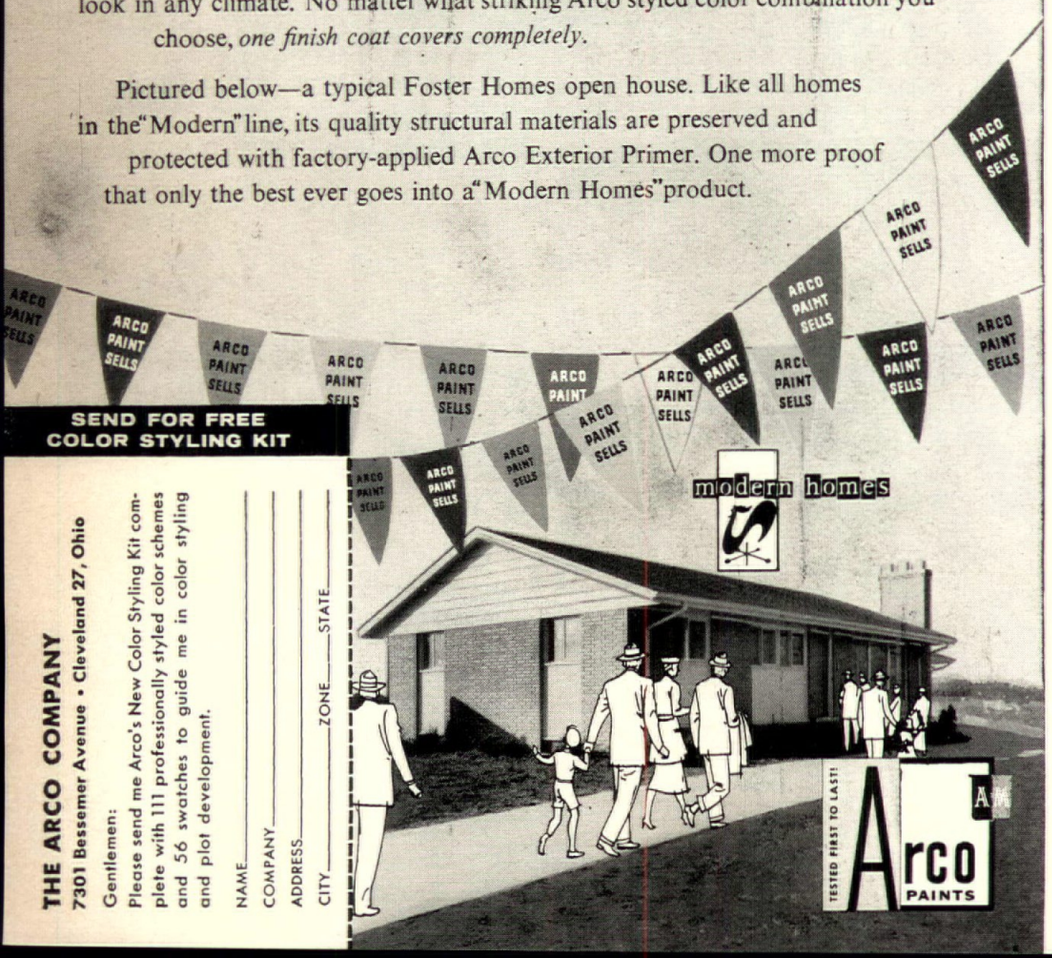
ARCO PAINTS

PUT THE "SUNDAY PUNCH" IN YOUR HOME MERCHANDISING

Like "Modern Homes" builder William F. Foster, spark your next open house promotion with handsome Arco Alkyd colors.

In lovely St. Clair Shores, Michigan, a brand new Foster Homes development, models finished in appealing Arco hues really pull in the crowds. Arco Alkyd House Paint is quick-drying—minimizes water spotting. Bugs, dust and leaves have little chance to adhere to the new surface. Its eye-catching colors resist streaking and fading... help model homes keep that "just-built" look in any climate. No matter what striking Arco styled color combination you choose, *one finish coat covers completely*.

Pictured below—a typical Foster Homes open house. Like all homes in the "Modern" line, its quality structural materials are preserved and protected with factory-applied Arco Exterior Primer. One more proof that only the best ever goes into a "Modern Homes" product.



SEND FOR FREE COLOR STYLING KIT

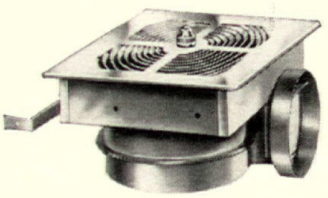
THE ARCO COMPANY
7301 Bessemer Avenue • Cleveland 27, Ohio

Gentlemen:
Please send me Arco's New Color Styling Kit complete with 111 professionally styled color schemes and 56 swatches to guide me in color styling and plot development.

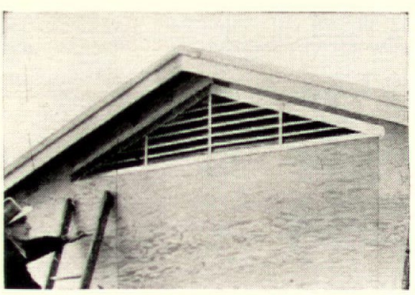
NAME_____
COMPANY_____
ADDRESS_____
CITY_____ ZONE____ STATE____

for further details check numbered coupon, p. 270

comes in six sizes for large residential and small commercial installations. Net IBR steam ratings range from 760 to 2,260 sq. feet, net IBR water ratings from 1,355 to 3,775 sq. ft. Four sizes of tankless heaters or three sizes of storage tank heaters are available. Among the features: a self-cleaning firebox "crown"; tappings at front to allow one-point wiring; glass wool insulation to floor; 45″ water line; precast refractory combustion chamber, when specified; balanced circulation. National-US Radiator Corp., Johnstown, Pa.



s.
FASCO BATHROOM VENTILATOR is just 5″ high and fits inside 6″ joists without protruding, leaving ample space between joists for insulation blankets. To install: the square housing is nailed directly to the side of the joist, an adjustable support bracket extends to span the space to the next joist (using it makes a header unnecessary), then put in three nails and the job is done. Power supply connects from the wall switch to the self-contained box which you can remove by loosening one screw. Motor blower unit is inserted with just a twist of the wrist and locked in place with two wing nuts. Oversize motor of model 650 gives 100 CFM air delivery. Unit can be cleaned without being taken apart by removing grille, loosening the two wing nuts which release motor impeller unit. Fasco Industries, Inc., Rochester, N. Y.

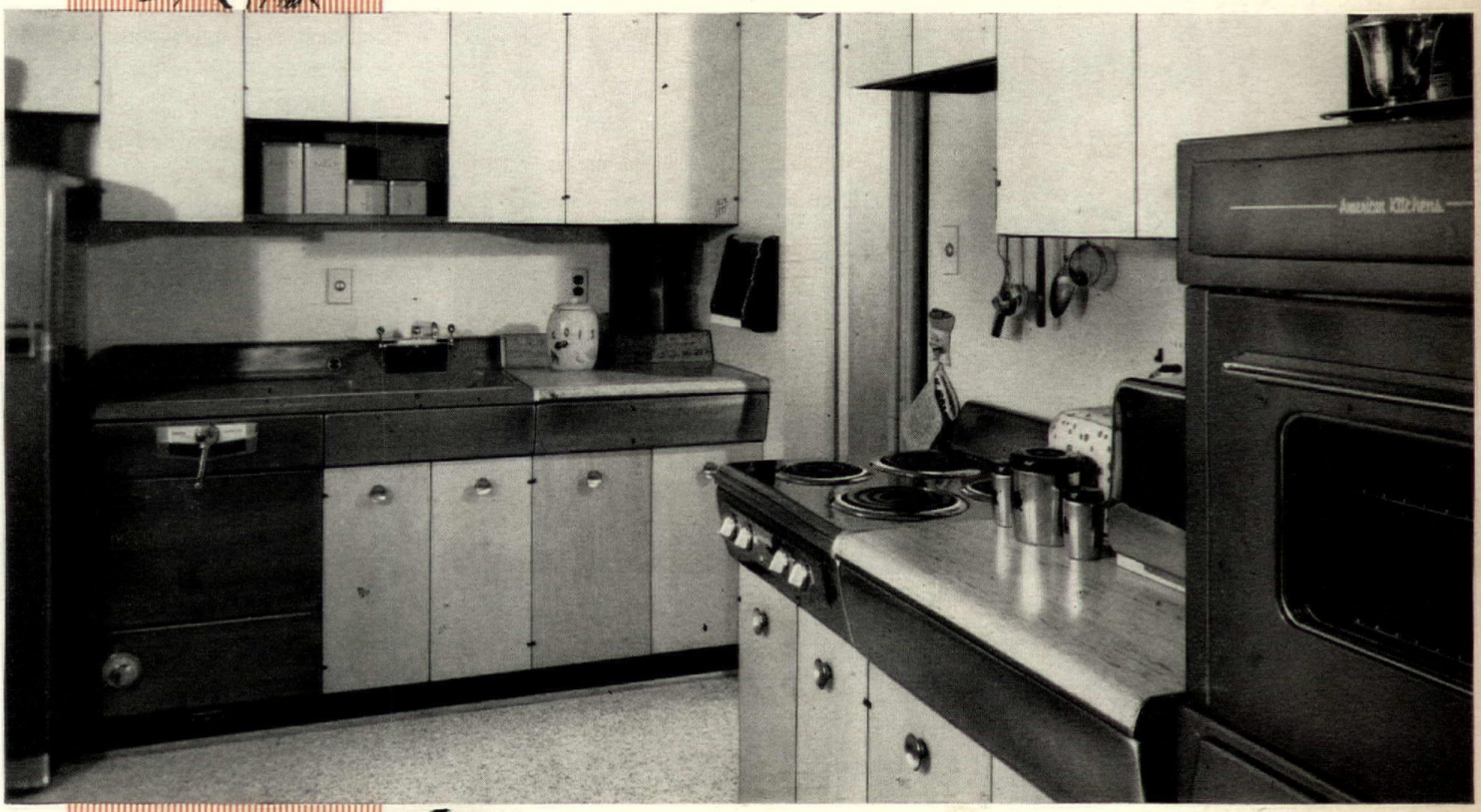


t.
NEW SECTIONAL LOUVERS can be used individually or put together as parts of a larger triangular ventilator for gable ends. There are eight basic sections which can be assembled to make triangular louvers with approximate base length sizes of 4′, 6′, 8′, 10′ or 12′. Each section is of heavy gauge aluminum, completely assembled with 8 x 8 mesh bug screen installed. Slip-joint fasteners that fit over the flashing edges are provided to join sections. Company says assembly of largest model can be completed in less than five minutes. Four-section 8′ model shown here allows 246½ sq. in. of free

continued on p. 252

"Luxurious American Kitchens turn house-hunters into home owners!" says Ed Perkins

of Wood Manor Construction Company, prominent Washington, D. C. builder, in praising sales power of American Kitchens in selling new suburban homes in the $25,000 class.



"Pioneer" Kitchens of birch, copper and steel highlight new homes in suburban Washington, D. C.

"Our most successful salesman is the luxurious new 'Pioneer' by American Kitchens," states Mr. Edward Perkins, President of Wood Manor Construction Company of Washington, D. C.

"Of the 150 suburban homes recently built in this area by Wood Manor Construction Company—every one with a 'Pioneer' Kitchen—*all were sold before completion.* We are firmly convinced this dramatic blend of natural birch and antique copper is a prime factor in clinching the sale."

The self-selling "Pioneer" is easy to install, adds little to your costs. Exceptionally versatile, too, whether you are planning a simple space-saving kitchen center or a complete kitchen with matching appliances and accessories.

No wonder builders and buyers alike agree the "Pioneer," with its unusually fine styling and superb quality features, adds appreciably to the value of any home—regardless of price! No wonder Ed Perkins asserts "American Kitchens sell more homes faster!"

If you have been overlooking the tremendous sales advantages the "Pioneer" and other American Kitchens products *can* give you—and *are* giving others—mail the convenient coupon today!

See the New American Kitchens' Display, January Builders' Show, Conrad Hilton Hotel, Chicago

American Kitchens

Division AVCO Connersville, Indiana

Also distributed in Canada by Moffats, Ltd., AVCO Mfg. Corp.

Dishwashers Ovens Disposers Ranges

SELL MORE HOMES FASTER!

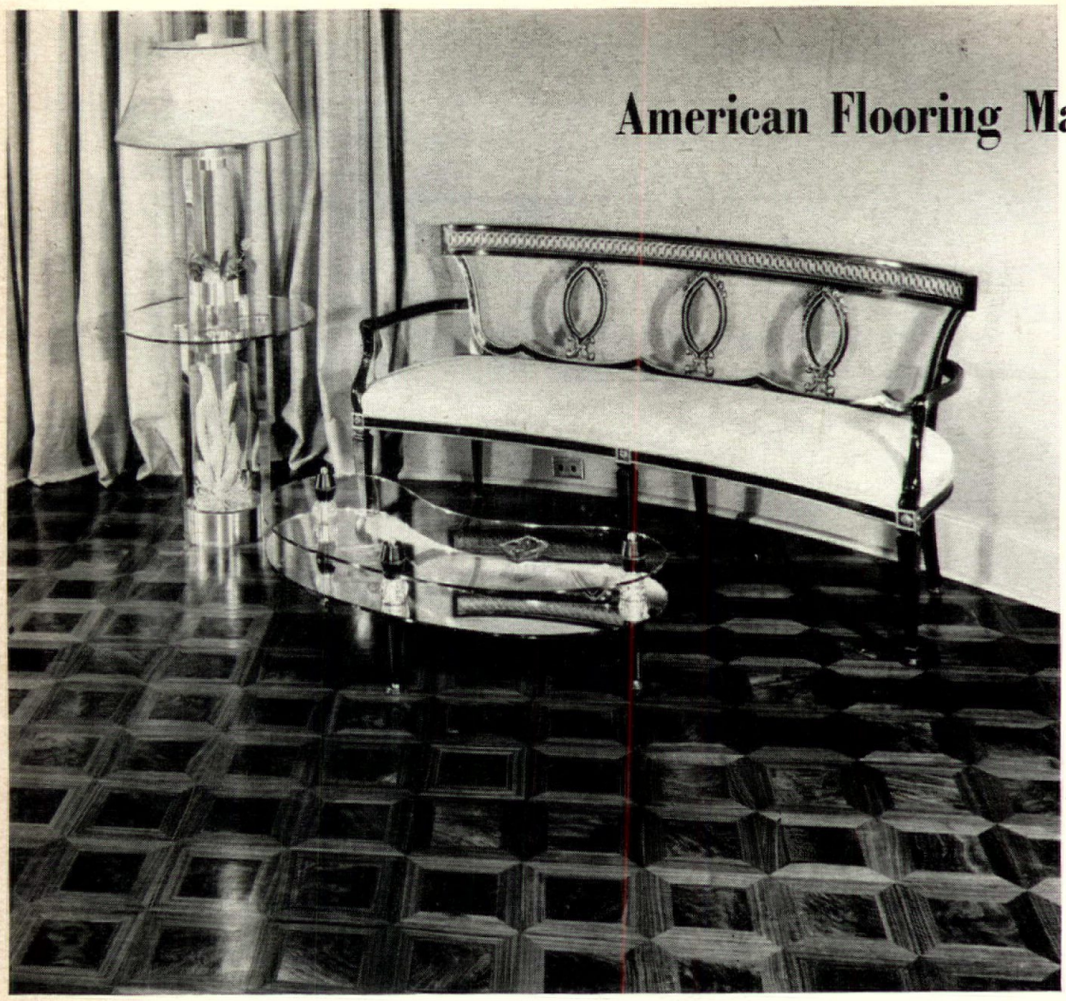
American Kitchens, Dept. HH-17, Connersville, Indiana

☐ I'd like to have "no obligation" quotation on my next kitchen.
☐ Please send me your new Architects' and Builders' File.

Name_____

Address_____

City_____ Zone_____ State_____



Monticello Pattern

American Flooring Masterpieces for today's Distinctive Homes!

Where your flooring selection is dictated by good taste alone . . . where the home you plan must stand out from its neighbors . . . you'll find that Wood-Mosaic Parquetry Floors in rich and rare hardwoods will add more to the value of the home than their modest cost.

And the modern trend is to show these rich and warm hardwood floors in all their elegance. There are many exquisite patterns in a variety of woods. Consult your nearest dealer or write direct to

Wood-Mosaic
PARKAY Division
LOUISVILLE, KENTUCKY
Maker of the World's Finest Hardwood Flooring since 1883

Stop and see us at booth No. 474-475 N.A.H.B. Convention, Sherman Hotel

---

MR. BUILDER:
if you're
dyed-in-the-wool,
this isn't for you!

If you build early Georgian or late Cape Cod exclusively, forget we came in. But if your prospects want plenty of room and light, believe a house should be designed to live in — not merely to exist in, like the idea of getting maximum space per buck, then let's talk. We'd like to explain and show you our concept of a new type of light-hearted living that we deeply believe in — the Techbuilt House.

★ We would like to meet you at Booth #382, the Conrad Hilton January 20-24

TECHBUILT®

TECHBUILT, INC., DEPT. HH-1,
1692 MASSACHUSETTS AVENUE,
LEXINGTON, MASS.

HOW

can Gates Forming Systems help you sell your houses faster *and* easier?

You can answer this question for yourself by dropping in at Booth 774, in the Chicago Coliseum, during the National Association of Home Builders' Convention, January 20-24, 1957.

You'll be glad you did!

Gates & Sons, Inc.
80 SOUTH GALAPAGO STREET
DENVER 23, COLORADO

HH 1/57

Big Things

in store for Builders in '57 by

BILT-WELL

See our new and improved line of wood products at the N.A.H.B. Show in Chicago, January 20th thru 25th, in the following locations:

mplete Line of BILT-WELL Windows, Cabinets & doors

BOOTHS 558-59-60-61
SHERMAN HOTEL

..... *BILT-WELL Kitchen Cabinets*

FRIGIDAIRE KITCHEN
BOOTHS 166-167
CONRAD HILTON HOTEL

AMERICAN GAS ASSN. KITCHEN
BOOTHS 796-797, COLISEUM

Build Well with

BILT WELL WOOD WORK
REG. U. S. PAT. OFF.

The All New BILT-WELL

...Fully Removable!
...Completely Weathertight!
...Perfectly Counterbalanced!

Now...At Last... a double-hung window that combines removability with absolute weathertightness!

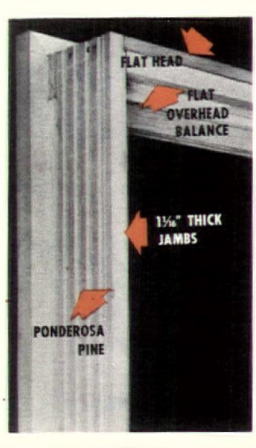
The New BILT-WELL Super 7 Window has the famous BILT-WELL patented "thermostatic action" jamb liner weatherstrip that expands and contracts with temperature and humidity changes, keeping the window completely weathertight under all conditions.

The New BILT-WELL Super 7 Window is fully removable. Slight pressure on either side of window permits removal of the sash from the frame for convenience during installation and quick, easy cleaning by homeowner.

The New BILT-WELL Super 7 Window has a new flat overhead balance that is *guaranteed* for the life of the unit and has lifetime nylon counter-balance cables that assure finger-tip raising and lowering of the sash.

The New BILT-WELL Super 7 Window is economical. Designed for maximum efficiency in installation and operation, the new BILT-WELL Super 7 is the most inexpensive, fully removable, perfectly counterbalanced, completely weathertight window unit available.

Build Well with BILT WELL WOOD WORK
REG. U. S. PAT. OFF.



SUPERIOR DESIGN and MATERIA

Flat head is much easier to block in an insulate than old style overhead balanc designs.

Specially designed flat overhead balanc with built-in brake and nylon cable whic tests better than steel in flexure and impac Cable will not damage weatherstrip or inju hands during sash removal.

Made with 1 1/16" thick jambs for great strength.

Made of clear, kiln-dried toxic wate repellent treated Ponderosa Pine for a lon trouble-free life and more customer sati faction.

See the new **BILT-WELL** *Super 7 Window* at

Super 7 (REMOVABLE) Window

1

PRESS TO ONE SIDE

Just press the window to either side of the frame from its automatically centered position.

TAKE OUT

2

Swing the free side into the room and take the window from the frame. Balance supports weight of sash during removal.

3

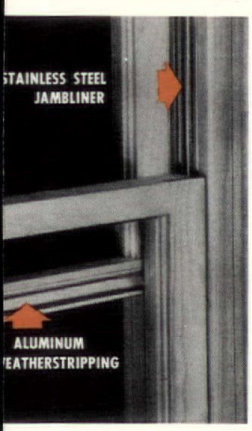
LOCK CABLES

Sash balance cables should be locked in place by moving the locking levers in the balances into locked positions.

READY TO CLEAN

4

A slight lift of the window releases cables from sash so glass can be cleaned on both sides with minimum effort.



FOR YEAR-'ROUND SATISFACTION

Completely weatherstripped with the Patented BILT-WELL Stainless Steel Jamb Liner and anodized aluminum alloy weatherstripping to keep out drafts and dust.

NEW FLAT OVERHEAD BALANCE

The new BILT-WELL flat overhead balance is installed with just one screw and is further supported by a blind stop and a rabbet in the jamb.

STORM AND SCREEN UNITS

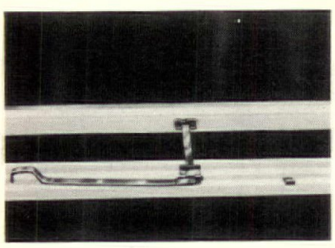
Famous BILT-WELL Storm and Screen Units will fit the BILT-WELL Removable Window perfectly—assuring a minimum heat loss in winter and cool summer breezes without pesky insects to bother you.

BUILDERS' SHOW...Booths 558-59-60-61, Sherman Hotel

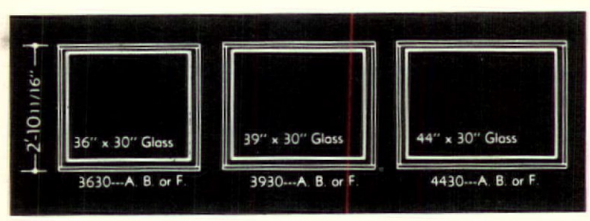
BILT-WELL

POPULAR AWNING WINDOWS

Now Available with *New* hinged operating bar and *New* Industry-accepted Sizes.



New hinged bar operator is now standard on BILT-WELL Awning Windows. Also available with popular lever operator or rotary operator.



Adding to their flexibility, BILT-WELL Awning Windows now available in three larger sizes: 30″ heighth x 36″ width. 30″ heighth x 39″ width. 30″ heighth x 44″ width.

See all these New and Improved Products by...

BILT-WELL

BOOTHS 558-59-60-61, SHERMAN HOTEL, DURING THE BUILDERS' SHOW IN CHICAGO.

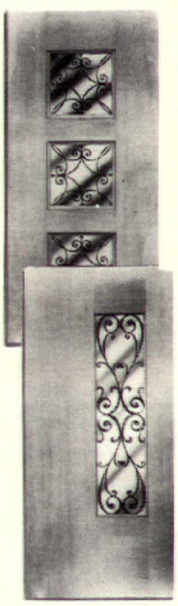
BILT-WELL

STORAGE COMPONENTS

Provide Minimum Labor Costs and Maximum Consumer Acceptance.

The modern, efficient way to build is with modular components and now you can offer maximum storage in your homes with minimum cost with BILT-WELL Storage Components. Whether you're looking for storage cabinets to use as dividing walls between bedrooms, as bedroom wardrobes against outside walls, as room dividers in the living room or dining room, as bathroom vanities, or as modern, efficient kitchen cabinets, BILT-WELL Cabinets are your best bet!

Manufactured in 3″ modules from 12″ to 48″ from warm, clear Ponderosa Pine, versatile BILT-WELL Cabinets are designed to complement any and every room setting. A choice of lovely natural finishes harmonize beautifully with today's smart color schemes.



BILT-WELL NEW ORLEANS DOORS WITH DECORATIVE GLASS PANELS

Add a distinctive, smart touch to your new homes in 1957 with the BILT-WELL *New Orleans*, the last word in door design.

The all new decorative glass panels of the New Orleans doors with fired ceramic scrollwork give the effect of ornamental ironwork, so popular today, but eliminate the fuss and bother of removing grillework to clean glass.

The decorative glass panel is available in any of 3 different designs in the New Orleans model and in 2 different designs in the 3-panel Belvedere model.

Build Well with BILT-WELL WOOD WORK

CARR, ADAMS & COLLIER COMPANY

(Established) 1866 Dubuque, Iowa

The BILT-WELL Line—**WINDOW UNITS,** Double-hung, Awning, Casements, Basement, Storm and Screen. **CABINETS,** Kitchen, Multiple-use, Wardrobes, Storage, Vanity-Lavatory and Vinyl Counter-tops. **DOORS,** Exterior, Interior, Screens and Combination.

Now Flintkote research and production skill have produced another superior product —one that's exciting news for you, your men, your customers and home underwriters. It's the new SEAL-TAB* Strip Shingle with these outstanding features—

BIG NEWS from FLINTKOTE!

the self-sealing, hurricane-resistant

SEAL-TAB

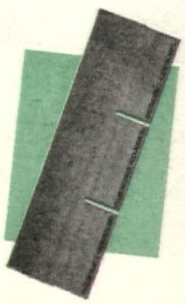
—a brand-new asphalt shingle with a brand-new idea that gives top protection for the homes you build!

Ask your Flintkote Representative to show you the new SEAL-TAB Strip Shingles today. They are available in a wide variety of beautiful colors.

For complete information write: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

*A Trademark of The Flintkote Co. Patented—U. S. Patent 2,210,209—also patent pending

❶ SEALS ITSELF DOWN



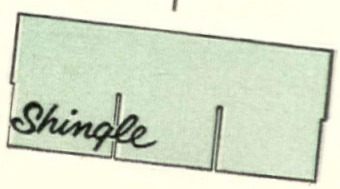
Each SEAL-TAB Shingle has a strip of carefully selected Flintkote-developed adhesive factory-applied on the underside of the shingle butt. The sun's heat bonds SEAL-TABS together to produce a completely integrated roof, so tightly bonded that *even winds of hurricane proportions can't lift the tabs!*

❷ TROUBLE-FREE APPLICATION

The exclusive Flintkote aluminum strip retards the action of the adhesive *until it is needed.* In addition, this aluminum strip keeps the shingles free in the bundle . . . they do not have to be broken apart on the job. A SEAL-TAB roof is quick and easy to apply, guarantees greater customer satisfaction.

FLINTKOTE

Originator of the Asphalt Strip Shingle



FLINTKOTE BUILDING MATERIALS

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

AT LAST—A WINDOW UNIT THAT IS TRULY WEATHER-TIGHT—YET EASILY REMOVED

CURTIS Style-trend

TRADE MARK

Here's what builders and home owners have long wanted: a *top-quality* removable window unit that's really weather-tight—pre-fit, ready to install with little time or effort—and priced economically!

Curtis has it today in a brand-new line—the Curtis STYLE-TREND.

Now you can offer superior features—Curtis craftsmanship—in a guaranteed removable window unit that's easy to clean, easy to decorate, easy to install and *easy to pay for*.

STYLE-TREND is the Curtis answer to builders and home owners who demand fine quality at a price that meets even the modest building budget. It provides an added sales feature for homes of any size.

WHAT'S BETTER ABOUT CURTIS Style-trend REMOVABLE WINDOWS?

SUPERIOR WEATHER-TIGHTNESS Completely weather-stripped with new-design weather-stripping...air leakage reduced to a minimum...siding groove on sill seals out weather...STYLE-TREND allows less wind infiltration than other removable window units, as proved by actual tests.

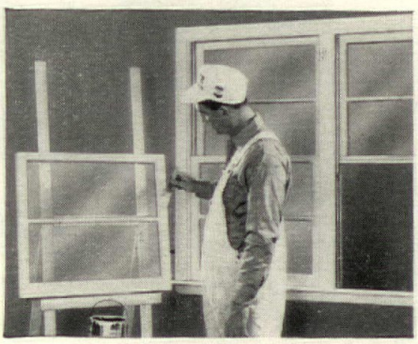
TOP-QUALITY CONSTRUCTION All members pre-fit...made of toxic- and water-repellent Ponderosa Pine...glass set in bedding adhesive for firm bond...sill pitch and drip groove for proper drainage... materials and workmanship GUARANTEED by Curtis. The Curtis name is on check rail of each top sash.

A COMPLETE UNIT Ready to install, with screens and storm sash to fit...spring-type balances factory-applied...made in all popular sizes...adaptable to any type of wall construction.

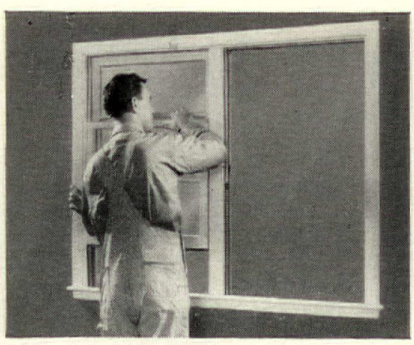
EASILY REMOVED AND REPLACED Sash easily removed by pressing sash gently toward left jamb and lifting out. Easy replacement—just place sash against left jamb, press lightly to compress weather-strip and move sash into position. Spring-type balance engages pin on sash.

MODERN STYLING A distinctive outside casing of new design (pat. pending) for masonry, brick veneer or frame construction without mitered corners. Adds strength to frames, eliminates open joints. Designed for beautiful Curtis Mitertite trim.

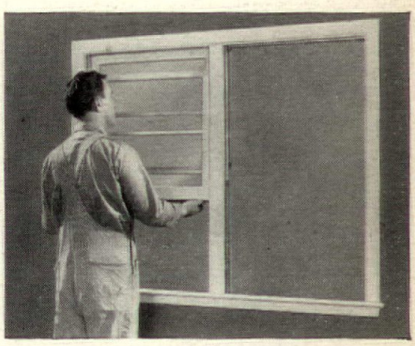
During construction, STYLE-TREND sash may be easel-primed and then safely stored till needed—finish painting also easy.



Easy to Paint



Easy to Install



Easy to Operate

CURTIS

WOODWORK *heart of the home*

SOLD BY LUMBER DEALERS

The new STYLE-TREND windows—like all Curtis windows and woodwork—are available from lumber and woodwork dealers in most parts of the country. See your dealer soon.

At the NAHB Show

See the new STYLE-TREND window unit—and other Curtis Woodwork products—at the NAHB Show in Chicago, Curtis will be in the Sherman Hotel—Booths 581-582-583.

HH-1-57
Curtis Companies Service Bureau
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Clinton, Iowa

CURTIS WOODWORK SILENTITE PRE-FIT "the Insulated" window

Please send me complete information on the new Curtis STYLE-TREND double-hung window units and other Curtis window styles.

Name.....

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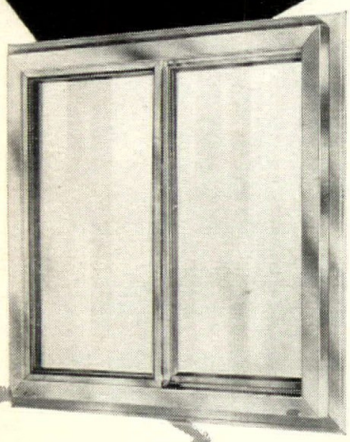
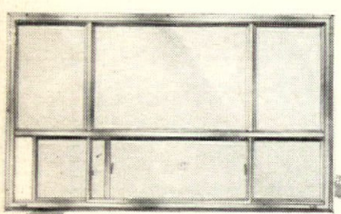
LOW COST

Primary Aluminum Windows



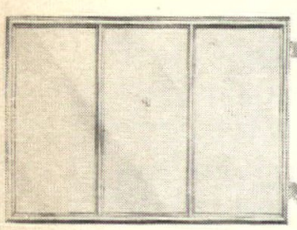
slide-o-matic

Horizontal Sliding type. "Flextrip" show-case type runner absorbs up to ¾" of house settling variation on each side and bottom. Integral nailing fin for fast erection with any type construction. Stainless Steel hardware. Design-patented drainage system. Full range of types and sizes.



slide-o-vent AND **slide-o-view**

The Picture Window with horizontal sliding vents or sections. Adaptable to any modern home design. "Flextrip" action. Vinyl weather seals. Full range of sizes.



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One-lite and multi-lite fixed types available in a complete range of lite arrangements to suit any type of home. Rigid, long-life construction.

Screens and storm sash available for all types

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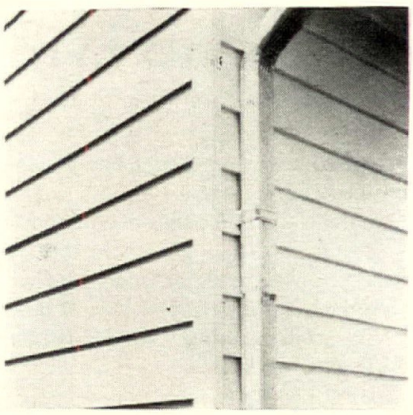
An old and honored name in windows

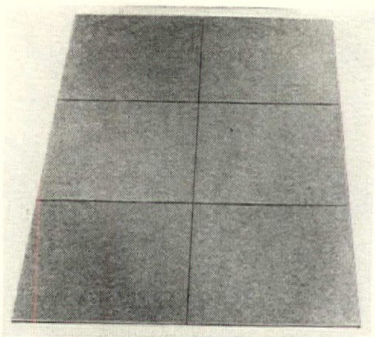
for further details check numbered coupon, p. 270

area. Basic section set costs $36.20. Louver Mfg. & Supply Co., Minneapolis, Minn.



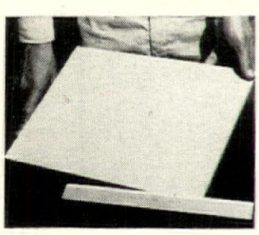
u.

PERMANENTLY COLORED SIDING of asbestos and cement, is pre-cured under high pressure, high temperature steam in a new autoclaving process claimed to assure a firm size. The clapboard is made in panels 48" long, gives a 7¾" exposure. A patented surfacing material, Duroc, is said to seal in color so that it will not crack or peel. Painting is not necessary, clapboard can be washed with a garden hose. The Ruberoid Co., New York, N. Y.



v.

PANELCORK FOR WALLS is a cork-faced hardboard that can be used both as a structural and a decorative wall covering. Standard panels are 5/16" full x 32⅛" x 48⅛", T&G, beveled at the edges and scored in 16" squares. Finish is a stain-resistant clear resin. Material can be installed directly to studding or over finished walls. Cork face is easy to maintain. About 90¢ psf. Dodge Cork Co., Inc., Lancaster, Pa.



w.

CERAMIC MAGNA TILE is Stylon's new 12" x 16" tile that you can use inside or out. Fifteen colors are available. Company says installation time is cut since large tiles mean more surface can be covered at a time, cutting down on grout lines. *continued on p. 258*

Vacu-FLO®
CENTRAL BUILT-IN CLEANING SYSTEMS PRESENTS A

BUILDERS SPECIAL

A special offer geared to builder's promotions of model homes. Suited to any price class home.

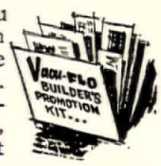
YOU GET . . . . ❶ One complete Vacu-Flo system, including required tubing, fittings, vacuum producer and 21 ft. hose and cleaning tools; engineered layout of system installation for your individual plans.

Just plug feather light hose into wall inlets.

No machine to lug—no cord to tug.

Super powered vacuum producer and receptacle mounted out of living area.

❷ **TIE IN PROMOTION KIT** Everything you need for local promotion of your model home featuring Vacu-Flo. Newspaper mats, publicity, radio and TV copy, folders and home exhibit display cards.



❸ **NATIONAL ADVERTISING PROMOTING YOUR MODEL HOME** National advertising promoting **your** model home. Big space promotion in national publications featuring Vacu-Flo plus your name and model home address as a Vacu-Flo exhibitor.

BUILDERS SAY VACU-FLO CREATES BIG INTEREST —HELPS SALES Thousands of Vacu-Flo installations verify enthusiastic homeowner acceptance — a real aid to better living and a real aid to builder's home sales.

SEE VACU-FLO at N.A.H.B. SHOW Booths 429-30 HOTEL SHERMAN

CLIP & MAIL THIS COUPON FOR MORE INFORMATION

H-P Products, Inc., Dept. H, Louisville, Ohio

Send Vacu-Flo special offer plans and Vacu-Flo informative brochure.

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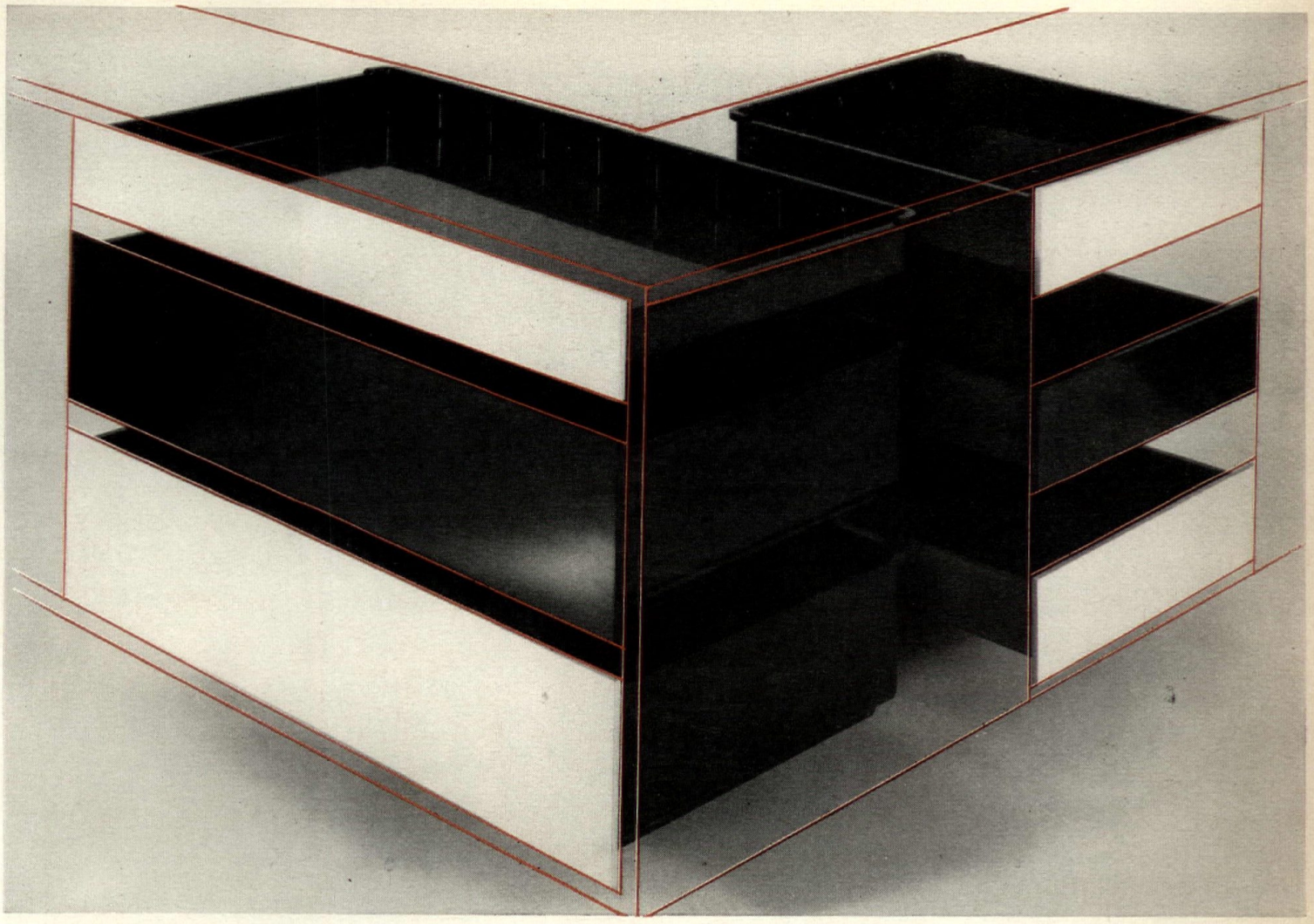

Molded phenolic drawers of different sizes may be combined to fit many space requirements. One-piece, seamless construction, with rounded corners, makes cleaning easy. Drawers are unaffected by moisture and most chemicals. Three attractive styles of drawer pulls are furnished by the manufacturer.

The Knoll-Drake molded-drawer...

immediately available in three sizes

HERE'S NEWS for builders, architects, interior decorators and furniture designers. Knoll-Drake Products, Inc. now offer, for immediate shipment, one-piece drawers molded of BAKELITE Brand Phenolic Plastics in these sizes:

7 3/16" x 34 3/8" x 18 3/16"
3 9/16" x 34 3/8" x 18 3/16"
4 5/16" x 17 1/8" x 18 3/16"

The drawers are supplied in their natural lustrous black finish, or with extra-tough spray-coated gray or white fronts. These wear-resistant front finishes are based on BAKELITE Epoxy resins.

Molded phenolic drawers come ready-to-use. They are of permanently rigid construction that is unaffected by heat or humidity. Drawers are supplied with specially designed slides and built-in drawer stops.

For complete details, including information of interest to distributors, wholesalers and dealers write directly to Dept. KD, Knoll-Drake Products, Inc., 575 Madison Avenue, New York 22, N. Y.

BAKELITE BRAND PLASTICS

BAKELITE COMPANY, *A Division of Union Carbide and Carbon Corporation* UCC 30 East 42nd Street, New York 17, N. Y.

The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC.

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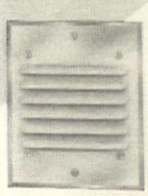
The Rangaire Radio-Intercom Model WR-550 with Rang-I-Matic Selector Control, consists of Master Station, four Room Speaker-Mikes, Door Speaker-Mike.



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America's first hammer-in tool fastens to concrete and steel

Shure-Set drives like a nail, holds like an anchor. Proved more than a million times this year. All you need is a hammer. Anyone can do it.

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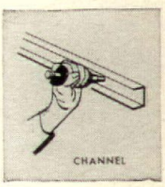
The leveling plate is removable,



making this an *ideal* tool with which to reach into inaccessible places.

Many carpenters, electricians, plumbers are saving money with Shure-Set. You can, too. Don't delay—write today! **$27.95** COMPLETE (NO EXTRAS)

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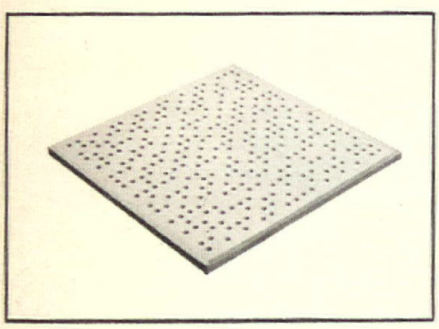
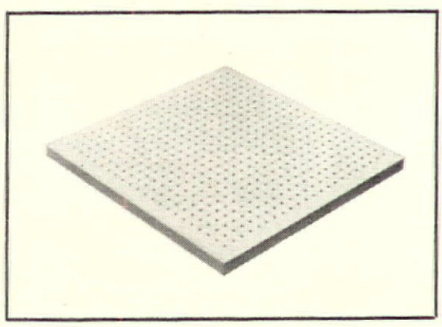
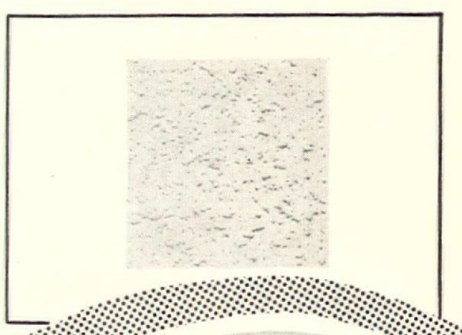
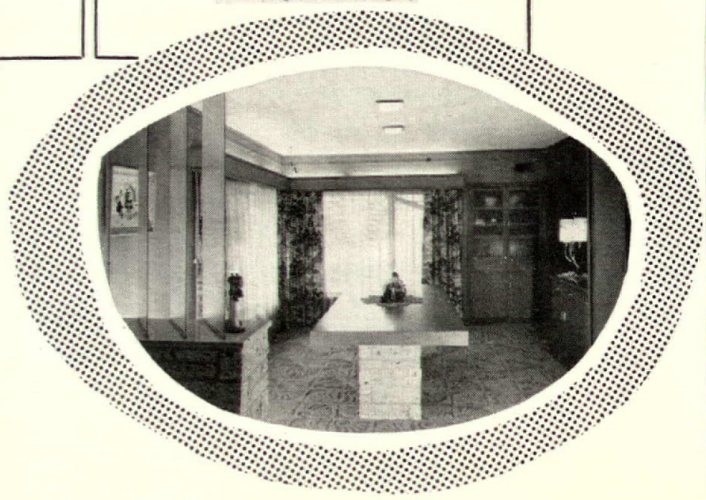
ALL QUIET–AND COMFORTABLE–







Acoustical tiles, cinder blocks,
cork floors, carpeting, draperies,
staggered ceiling heights
all reduce noise, help make today's
smaller, noisier, open plan houses
feel bigger and more solid.



Good Ideas Build Better Houses – and Bigger Sales

ON THE HOME FRONT

Homebuilding's day-to-day search for new ideas and new selling methods is the only real assurance that houses will continue to be built – and bought. One such idea – and a sound selling one – is the quiet house. Progressive builders are finding that good insulation against noise can be a strong, silent partner in selling homes. For, sound conditioning means a comfortable way of life which the homebuyer is willing to pay for.

HOUSE & HOME has been showing the sales advantages of this extra comfort to over 100,000 men who must keep on top of every new development, every new idea in today's dynamic homebuilding industry. They are today's major contract and merchant builders, prefabricators, residential architects, real estate executives, FHA-VA and mortgage loan officials, decorators, leading dealers and distributors.

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THE GREATEST INFLUENCE IN HOMEBUILDING: DESIGN • CONSTRUCTION • FINANCE • SALES • MODERNIZATION

PUBLISHED BY TIME INC.

Almost everyone agrees that a basement is a desirable addition to a home . . . yet too many basements are merely damp, dark rooms that are not fit for recreation or storage. However, better days are here . . . for the proper installation of Sealtight Premoulded Membrane, during the original construction, provides permanent protection against vapor migration and thereby completely eliminates dankness. Now basements can provide a warm, dry, liveable area that's ideal for the storage and recreational requirements of a family. Wood or resilient flooring and paneled wall treatments are not only feasible but may be safely and permanently installed. A warm, dry basement not only provides a more liveable home but a home that's also more salable in the future.

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Sealtight Premoulded Membrane applied to the walls and under the slab (as illustrated) prevents any pressure movement of vapor or capillary (wick) movement of free water. It provides the necessary impaction sheet and vapor seal between the footing and wall. Premoulded Membrane need not be bonded to the wall as it can be "hung" from a reglet or masonry.

SEALTIGHT Premoulded Membrane
TRADEMARK

the industries only TRUE VAPOR SEAL—is your one guarantee of warm, dry basements

The one sure way to "eliminate" the ravages of destructive moisture is with the use of Premoulded Membrane in the original construction. Sealtight Premoulded Membrane has a permeance rating of only .0066 grains per square foot . . . is resistant to rot, mold, and termites . . . is strong enough to resist tearing and puncturing . . . will expand and contract with the slab above and is quickly and easily installed. We sincerely advise your comparison of Premoulded Membrane against all other vapor barrier products . . . we're sure that once you do you'll also agree that there's only one TRUE vapor seal on the market—Premoulded Membrane.

ARCHITECTS, BUILDERS, DEALERS . . .

WRITE TODAY for complete information that tells you where, why and how to use Sealtight Premoulded Membrane, the only true vapor seal and Corktite, the resilient, impermeable perimeter insulation.

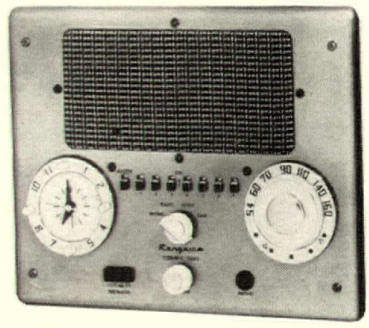
"Guardian of the Home"

W. R. MEADOWS, INC.

10 KIMBALL ST. • ELGIN, ILLINOIS

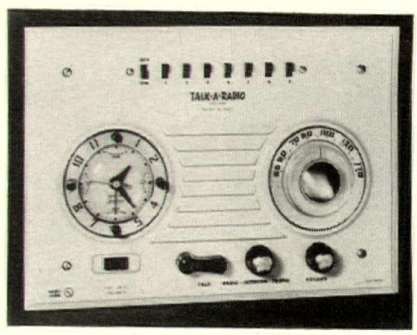
for further details check numbered coupon, p. 270

A treatise on color will be the main feature of the Stylon Corp. exhibit at the NAHB show this year. "Color Coordinates" books, designed by Carmen Graham and Stylon, will offer builders and architects ideas for coordinating color in room settings. Swatches of floor, wall and furniture colors, plus accent ideas for accessory items, are included. Tying it all together will be an exhibit of the new Magna Tile. Stylon Corp., Milford, Mass.



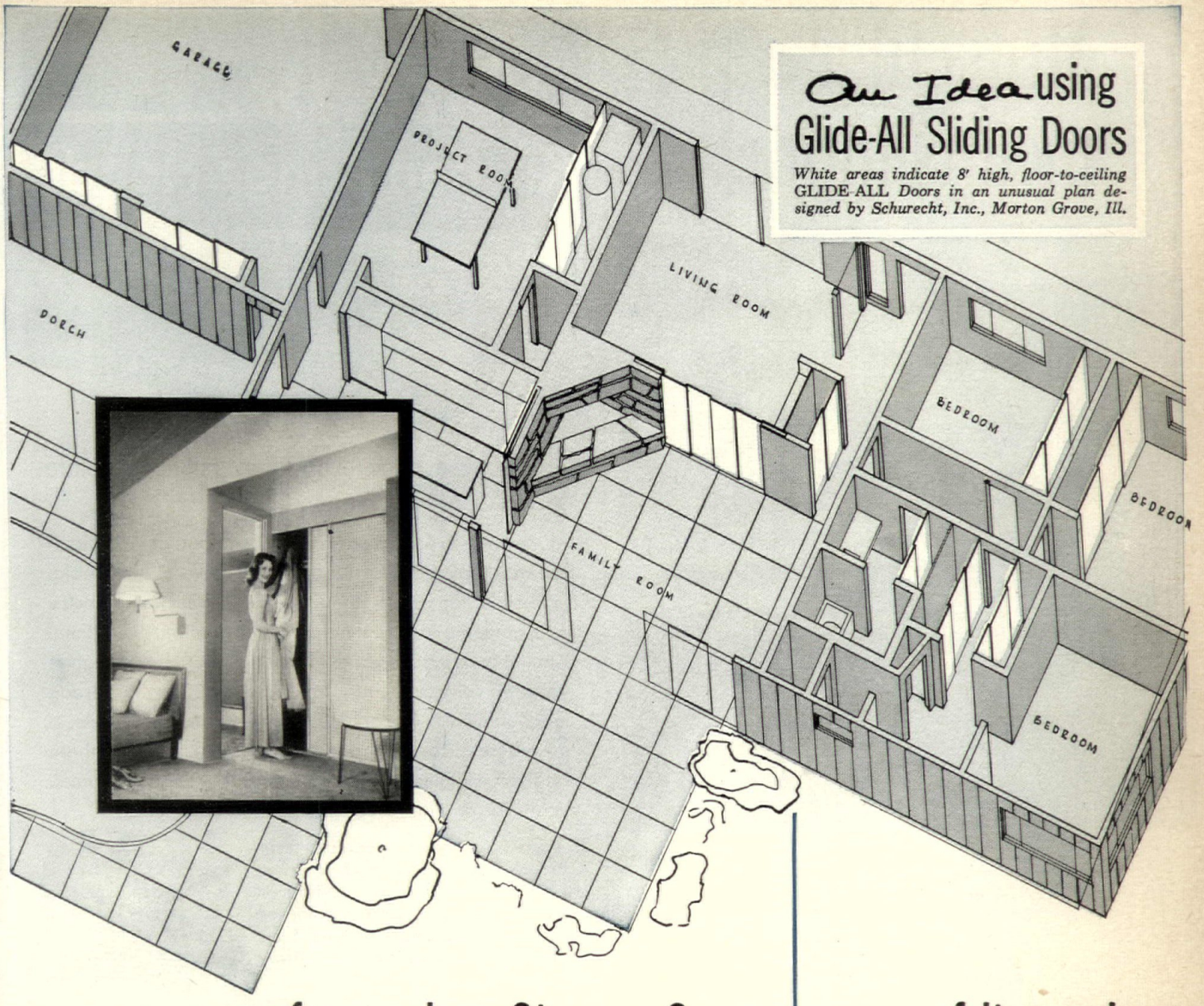
x.

RANGAIRE RADIO-INTERCOM SYSTEM sends music or messages to any room in the house. A monitor-listen-talk switch on room speaker-mikes permits calls from any room station to any other room station. Monitor position holds circuit to pick up sound in children's rooms, sick rooms. Clock timer controls system, starts music, coffee in the mornings. Master station with four room speaker-mikes, one door speaker-mike, 200′ of wire sells for about $145. Roberts Mfg. Co., Cleburne, Tex.



y.

NEW TALK-A-RADIO intercom system has a master unit, five speaker-mikes with individual controls. User can answer door from any of five locations, communicate with other speaker locations from any room without presetting master control unit. Each room speaker can be cut out of the broadcast system, still be open for intercom calls. Front door speaker has a doorbell button. All switching is done by the person who makes the call so that person answering does not have to move to the speaker-mike to communicate. "Baby-sit" position on room speakers allows any other station to monitor it. Sessions electric clock-timer turns set off or on at any preset time, can start coffee brewing in the kitchen. Talk-A-Radio Mfg. Corp., Dallas, Tex.



An Idea using Glide-All Sliding Doors

White areas indicate 8' high, floor-to-ceiling GLIDE-ALL *Doors in an unusual plan designed by Schurecht, Inc., Morton Grove, Ill.*

for modern Storage Space...more of it...and economically too!

GLIDE-ALL® Sliding Doors

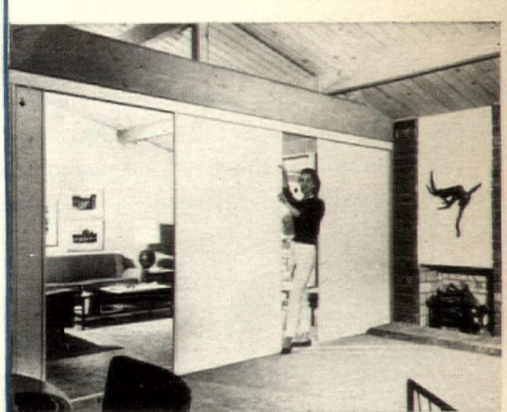
■ Perfectly "at home" in *any* kind of house . . . an extensive custom ranch . . . or modest low-cost units, GLIDE-ALL Doors provide the *extra* storage space that home buyers demand. *Here are their advantages:*

APPEARANCE OF QUALITY — As modern wall panels they become part of the room, may be decorated in any way desired.

ECONOMY IN FINAL COST — Floor-to-ceiling installation saves construction time and materials. Through Woodall Engineering and Manufacture you are assured of the lowest "package door" unit cost.

INSTALL QUICKLY – ADJUST EASILY — They're installed in three simple time-saving steps, unusual adjustment features designed by Woodall fit them to the openings with little time and effort.

Big house, little house, you'll find GLIDE-ALL Doors the better choice for Modern Storage Space . . . More of it . . . At Lower Cost. See Sweets Catalog Files or write the Woodall Plant nearest you for complete details.



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Mutschler kitchens are complete . . . ready for installation. They are custom tailored to your specifications. Or, if you wish, Mutschler kitchen specialists will furnish the design and decorative scheme best adapted to your floor plan and home styling . . . a service built on experience that goes back to 1893. Mutschler cabinetwork is quality constructed from Northern maple, available in a variety of decorator colors and natural-grain finishes. The line includes many advanced special features that please the homemaker . . . also cabinets to accommodate any built-in appliance of any manufacturer. Send coupon below for complete specifications.

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Please send further information and names of other builders using your kitchens.

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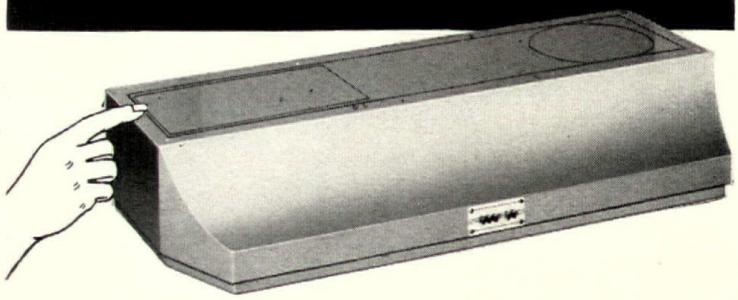
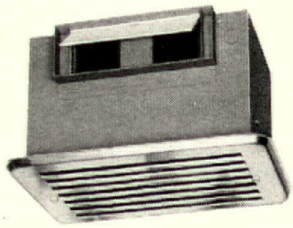
Broan Kitchen Range Hoods



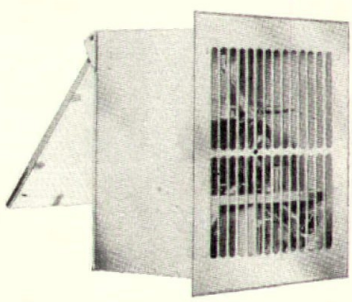
have a removable, reversible top plate to make All installations easy

● Because Broan hoods have a rectangular and circular knockout, because Broan hoods have a removable, reversible top plate, they fit any connection. You're guaranteed a fast-running job of installation, every time. And only Broan, among leading manufacturers, gives you this practical adaptability. Additionally, Broan leads in smart, modern design; leads in five, eye-level push-button controls; and provides a choice of three finishes—stainless steel, copper–tone, white enamel. Write for an illustrated specification bulletin.

● For whisper-quiet operation, team a Broan Twin Blower with a Broan Hood — or install it in a ceiling or soffit. It delivers a large volume of air against the pressures of long ducts or elbows. Special construction allows easy cleaning.



for large kitchens, stores, schools, churches



Broan provides the only foot wide fan with a truly automatic outer door.

Broan Motordor 12" Wall Fan

● Broan offers you one of the few 12" fans on the market, and the only one with Motordor . . . an insulated outer door that eliminates winter freeze-up, back drafts, insect penetration. It automatically opens when the fan's switch is flicked . . . automatically closes tight when the motor is turned off. This time-tested, time-proved Broan unit is easy to look at — with a beautiful stainless steel frame and grille. It offers fast, easy installation; is virtually noiseless in operation and provides outstanding service-free performance. A three-speed switch is optional equipment. Write today foi a factual bulletin detailing all Broan Motordor features and specifications.

Broan MANUFACTURING CO., INC.
Specialists in quality ventilating equipment for 25 years.

924 West State St.
Hartford, Wisconsin
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At Meadowcliff addition to Bralei Homes, L-M Permaline fibre pipe was used for house-to-street sewers. There are 450 homes in this beautiful wooded development in North Little Rock, Ark.

Builder J. B. Bracy says . . .

"L-M Permaline Fibre Pipe Does A Better Job, Costs Less To Install, And Is Root-Proof!"

After using Permaline fibre pipe in over 1,000 homes, builder J. B. Bracy of The Bracy Corporation, Little Rock, Arkansas, is a solid booster of fibre pipe for sewer installations. Mr. Bracy says: "It gives a better sewer, we get a more perfect job of laying, and it is definitely more *root-proof*. In addition, it costs less to install." Permaline's light weight, long lengths, and ease of handling are among the other features that appeal to Mr. Bracy.

Permaline fibre pipe makes good sewer lines because it is not harmed by hot water, detergents, acids or alkalis. There is no infiltration of flood or ground waters. Permaline withstands heavy weights, soil shifting, freezing and settling better than other types of pipe.

Permaline costs less to install. Several lengths may be joined together before lowering into the trench. Joints are quickly and easily made. Tapered couplings are tapped onto the tapered end of the pipe for a permanent, watertight, root-proof connection. No cement or calking is needed. As a result, the job goes in faster and labor costs are less.

L-M Permaline fibre pipe comes in 5-, 8-, and 10-foot lengths, 2 to 8 inches in diameter. Full line of couplings, fittings, and adapters is available.

Permaline fibre pipe is profitable to use and install. Get complete information. Mail this coupon or ask your plumbing distributor to get in touch with us.

287

Two-man crew lays Permaline fibre pipe on the Bracy project. They dig sewer trench, lay pipe, and backfill in a total time of 1-1/2 hours.

L-M Permaline fibre pipe is easy to install. No cement—no calking needed. Just drive it for watertight, root-proof connection.

L-M PERMALINE
BITUMINOUS FIBRE PIPE

The root-proof pipe for better sewers and drains

BPI BITUMINOUS PIPE INSTITUTE

This seal is your guarantee of recognized quality in Bituminous Fibre Pipe.

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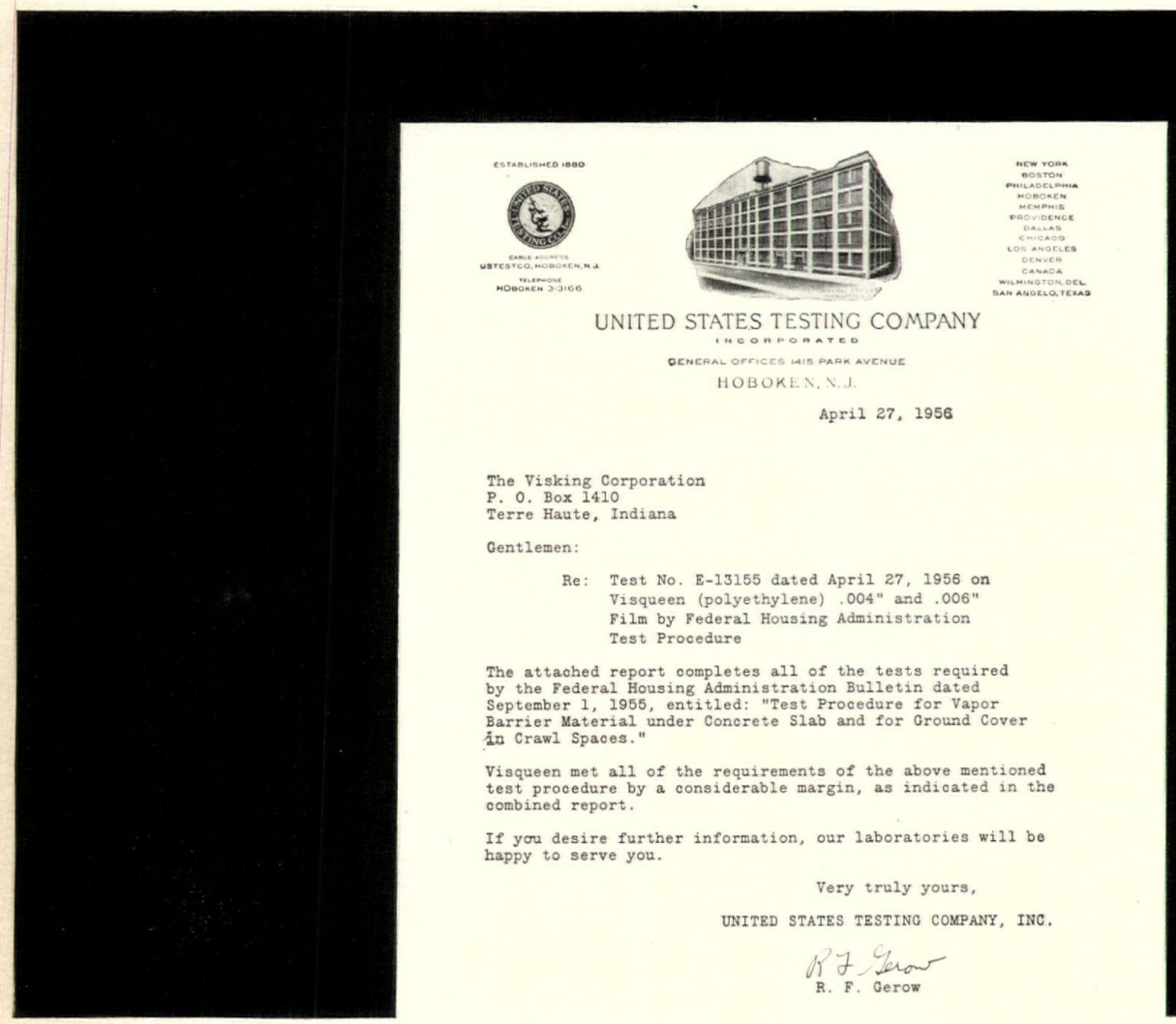
VISQUEEN film surpasses rigid FHA test requirements

T.M.



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UNITED STATES TESTING COMPANY
INCORPORATED
GENERAL OFFICES 1415 PARK AVENUE
HOBOKEN, N.J.

April 27, 1956

The Visking Corporation
P. O. Box 1410
Terre Haute, Indiana

Gentlemen:

Re: Test No. E-13155 dated April 27, 1956 on
Visqueen (polyethylene) .004" and .006"
Film by Federal Housing Administration
Test Procedure

The attached report completes all of the tests required by the Federal Housing Administration Bulletin dated September 1, 1955, entitled: "Test Procedure for Vapor Barrier Material under Concrete Slab and for Ground Cover in Crawl Spaces."

Visqueen met all of the requirements of the above mentioned test procedure by a considerable margin, as indicated in the combined report.

If you desire further information, our laboratories will be happy to serve you.

Very truly yours,

UNITED STATES TESTING COMPANY, INC.

R. F. Gerow

VISQUEEN film has successfully passed the test requirements for Vapor Barrier Material established by the Federal Housing Administration, as evidenced by the letter of the United States Testing Company, Inc.

Use VISQUEEN film with utmost confidence that it will do everything a vapor barrier should.

Protect the homes you design or build from moisture damage *for the life of the building.*

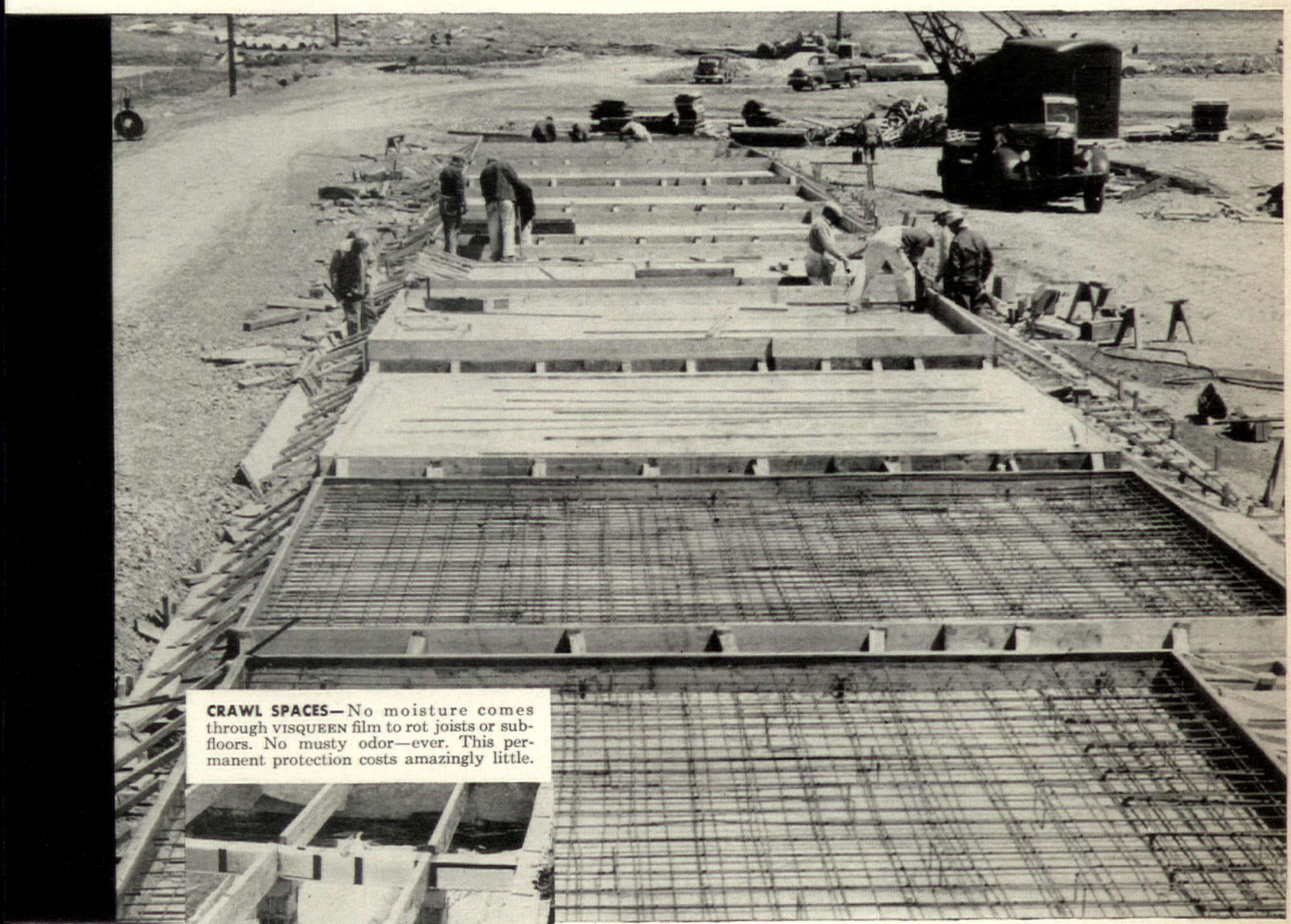
Save up to 50% on your vapor barrier costs because VISQUEEN film is so inexpensive to install.

Many other uses for VISQUEEN film on every job. Use it again and again for temporary closures, equipment covers, all-weather protection for lumber and materials stored outside.

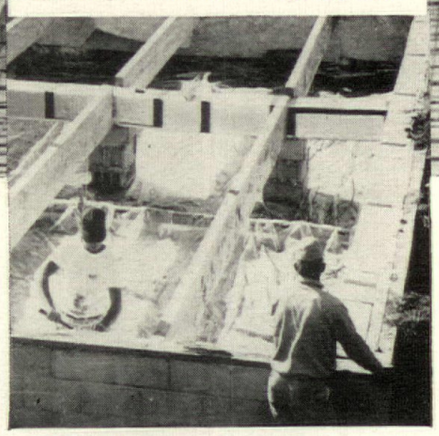
Only VISQUEEN film offers a width for every job. Check this list! 3′, 4′, 6′, 8′, 10½′, 12′, 14′, 16½′, 20′, 24′, 26′, 28′, 32′.

Important! VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN, produced by process of U.S. Patents No. 2461975 and 2632206, has the benefit of research and resources of The VISKING Corporation.

SLAB FLOORS—Cut your labor costs up to 50%, get permanent protection against moisture with tough, seamless VISQUEEN film under concrete slabs.



CRAWL SPACES—No moisture comes through VISQUEEN film to rot joists or subfloors. No musty odor—ever. This permanent protection costs amazingly little.



WALLS—VISQUEEN film on the warm side of the walls prevents condensation within studwall, cracking or peeling of paint, decay of wood.

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How to design windows for people

People like an unobstructed view but are not comfortable with large glass areas

Window design is a psychological problem as well as a structural one says Architect James T. Lendrum, Director of the University of Illinois' Small Homes Council.

Walter Daran

LENDRUM

Lendrum stated the problem and offered his prescription at a major window and glass conference sponsored by the Building Research Institute. His words contain good advice for builders and architects.

Fear of falling

The chief fear that people have about large glass areas is a fear of falling through them, "a very real psychological fear," says Lendrum.

"It is not the fear of something new or different, such as contemporary design, that disturbs them, but rather the fear for personal safety . . . A large pane of glass with no means of arresting a fall presents a potential hazard."

The SHC found the simplest answer to be to limit glass to widths of approximately 4′. This provides for vertical mullions well within the reach of a person who may fall against the window.

In addition, a low horizontal divider is needed at about the "height of a coffee table or the seat of a chair." Though not a safeguard against falls, it reassures people that things will not be accidentally rammed through the glass.

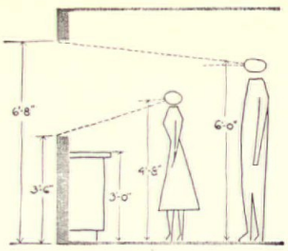
Big glass areas also make people uneasy for two other reasons: fear of theft and lack of privacy. Even though it may be harder to break through a large sheet of plate glass than through a regular window, people still feel unsafe, especially at night. But cross-hatching the glass with dividers serves to allay this fear, as well as the fear of falling.

As for the lack of privacy with big glass areas, Lendrum says the solution lies in careful window planning, outside fencing and other similar things, devices already used by many builders.

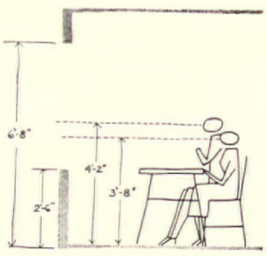
Eye-level vision

Since a prime reason for using glass is the vision it affords, Lendrum stresses the fact that windows must not be obstructed at the eye level zone. He cites three zones in which horizontal dividers (or sash, sill, transom bar, etc.) are most objectionable: 1) the eye-level range of people standing relatively close to a window, 2) eye-range of people seated in dining chairs, 3) eye-range of those sitting in lounge chairs.

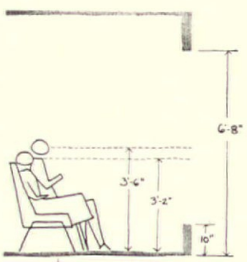
These zones should control the visual design of every window, depending on its room location; i.e., the eye-level of a standing person is the controlling factor for kitchen and bedroom windows.



For kitchen and bedroom windows, *only the eye-level zone of standing people is important. Diagram shows that windows should be clear of obstructions from 3′-6″ to 6′-8″, the vision zone for most adults.*



For dining room windows, *the eye-level zone is based on people sitting in dining chairs. Clear vision depends on eliminating cross-pieces of any kind from the 3′-8″ level to 4′-2″. Sill is at 2′-6″.*



For living room windows, *the eye-level zone is lowest of all since people are at the lounge-chair level. Note that the eye-level zone is greatest for standing people.*

Fire-resistant wood developed by special chemical solution

"An average of 800 homes are struck by fire every day." . . . National Board of Fire Underwriters

Houses can now be protected from fire damage by a new chemical solution that makes wood fire-resistant.

The solution was developed by the Koppers Co. and can be injected, under pressure, into any piece of timber.

Wood fires are started when exposure to heat releases volatile gases within the wood. The gases burn and generate more heat. This releases even more gases which burn and spread, causing a progressively hotter fire.

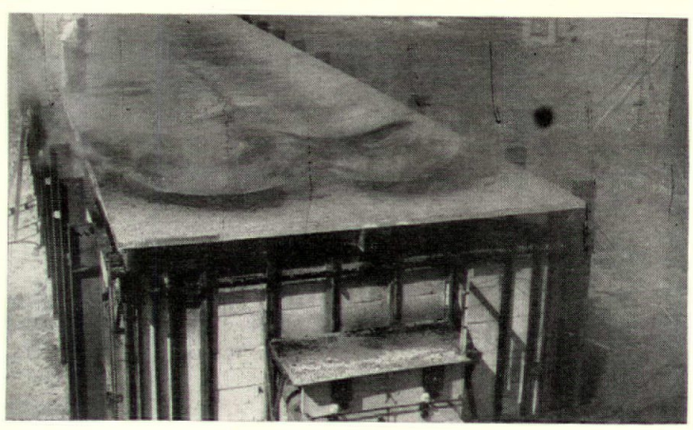
Wood impregnated with the new solution delays this action by releasing noncombustible gases. The wood will not flame up until all of the noncombustible gases are leached out of the core. By that time most fires will die of their own accord or can be brought under control.

Koppers has set up eight plants for treating wood with the new process and also had licensed some 30 other firms.

Present cost is $50 to $100 per M bd. ft. but lower costs are expected as volume increases. In addition, the first cost should be saved in lower fire insurance rates. National insurance authorities are currently studying the process.

Interstate Photographers

Flame test *of new fire-resistant chemical was made in this structure built of fire-retardant wood. Structure was fired with gasoline and outside air was blown in to speed combustion (fans at bottom). Above, the fire breaks through roof, after 45 minutes of gasoline feeding.*



Within minutes *after the artificial feeding of the blaze was halted, the flaming roof deck stopped burning of its own accord. Only smoke was left (above). Fire was limited to where gasoline blazed. Fire-retardant wood neither supports the blaze nor spreads it.*

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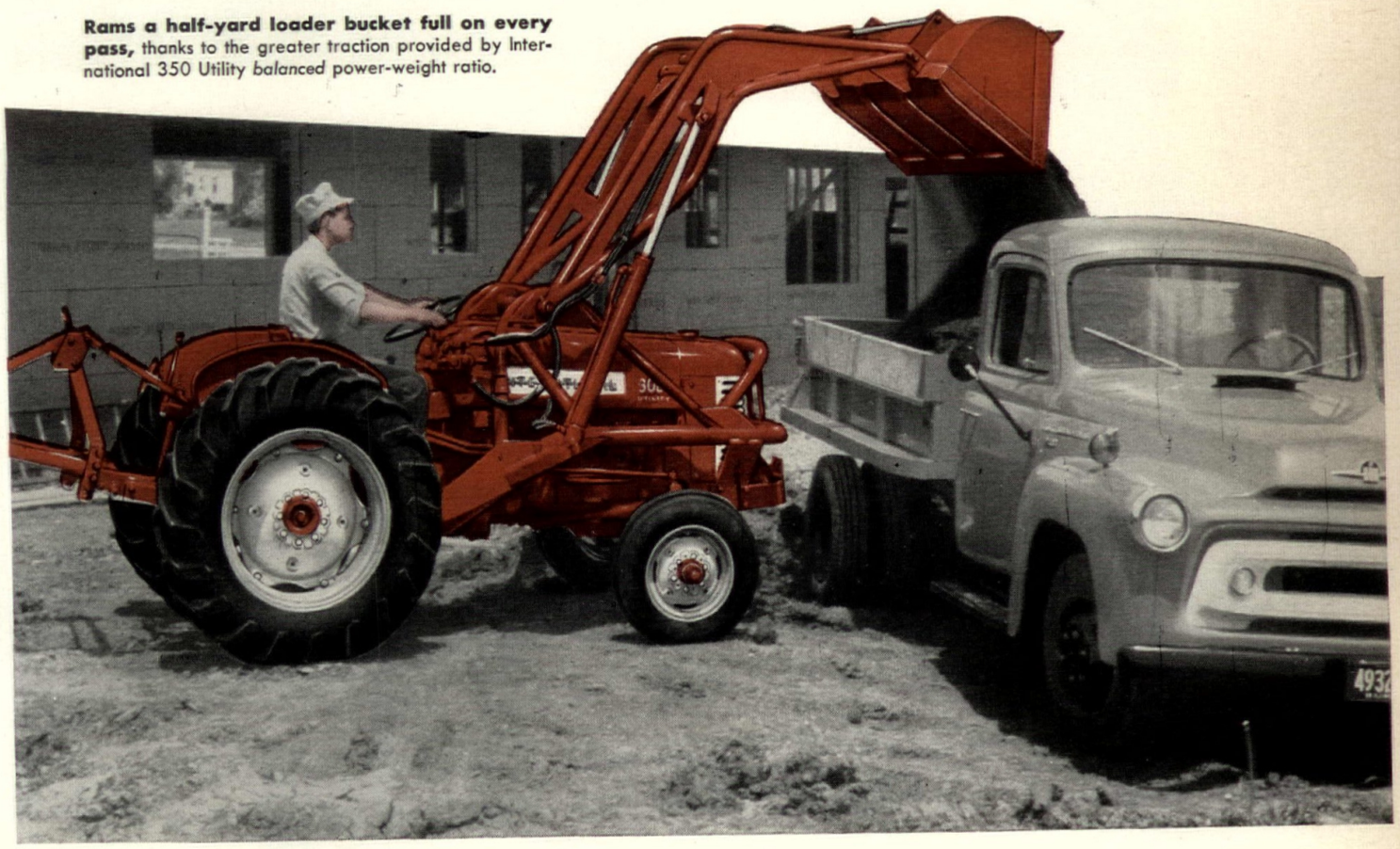
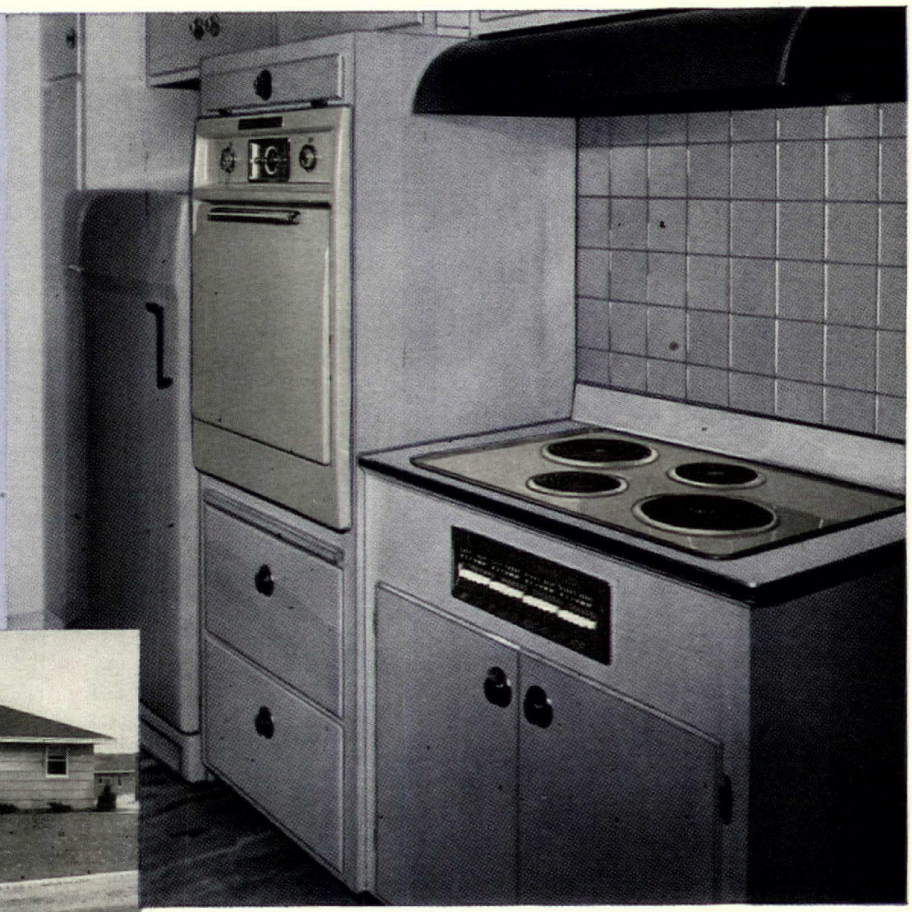


BUILDING CUSTOMERS

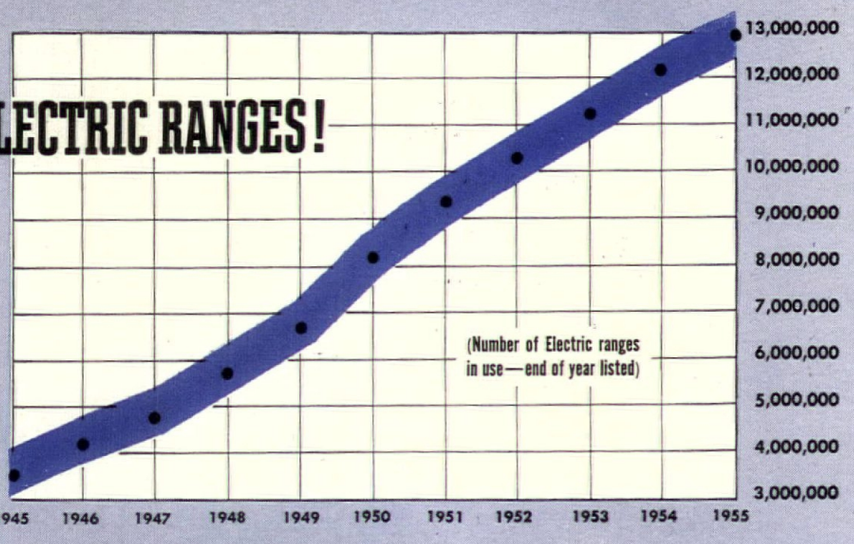
"During the last two years we built more homes than any other builder in the Minneapolis-St. Paul area," says Mr. Orrin E. Thompson, President, Thompson Construction Corp. "Our high sales level continues. One very important selling aid was the *built-in* ELECTRIC Ranges in Orrin Thompson Ramblers. We have no doubt that they play a large part in our continued success." These 4-bedroom, 1½-bath homes have 1,248 square feet of living area. Central floor plan allows access to all rooms without going through living room.



You can profit by

THE TREND TO ELECTRIC RANGES!

There's no doubt about the fact that built-in or free-standing ELECTRIC Ranges help sell homes. The proof is right here for you in the chart on this page. There are *three times* as many ELECTRIC Ranges in American homes now as there were ten years ago. Every day, more than 4,000 of these ranges are being installed. These figures prove that home buyers want ELECTRIC Ranges—show that you should install them in the homes you build!



Source: ELECTRICAL MERCHANDISING Annual Statistical and Marketing Issues

AS WELL AS HOMES

You, as a builder, are both a manufacturer *and* a retailer of homes. That is why the equipment you install is so important. Many of the quality materials you put into a home are hidden. The kitchen appliances are out in the open, helping you sell.

So if you install ELECTRIC Ranges, you are helping to mark the entire house as modern and desirable. This range offers women what they want—the advantages of ELECTRIC Range cooking—its cleanness, its saving of time and effort, and a kitchen that stays comfortably cool.

Built-in ELECTRIC Ranges are being featured in many new homes. They offer the efficiency of waist-high ovens, and flexibility of kitchen design because the oven and surface units are installed independent of each other, wherever most desirable. Many women prefer the free-standing type of ELECTRIC Range, and they can have *it*, with all its modern features. Some builders are giving customers their preference of either type. Whichever is chosen, it offers automatic features that insure perfect baking and cooking results.

You can use ELECTRIC Ranges as your *selling* friend, and turn prospects into home *buyers!*

ELECTRIC RANGE SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

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BE MODERN... LIVE BETTER ELECTRICALLY

ELECTRIC RANGES help sell houses

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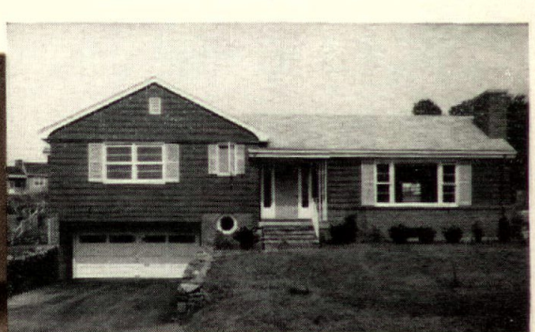

"We have been in the building business for a good many years, and have noticed that the ELECTRIC Range is becoming a 'must' in the kitchen of today.

"The public today is aware of ELECTRIC Ranges as the modern type to have. We have selected them because of the ease of installation and neatness of design. People are proud to have this equipment in their new homes." Elmer and Arthur J. Brodeur, Mountain Acres Estates, West Hartford, Conn.

National Association of HOME BUILDERS
Annual CONVENTION EXPOSITION
Chicago
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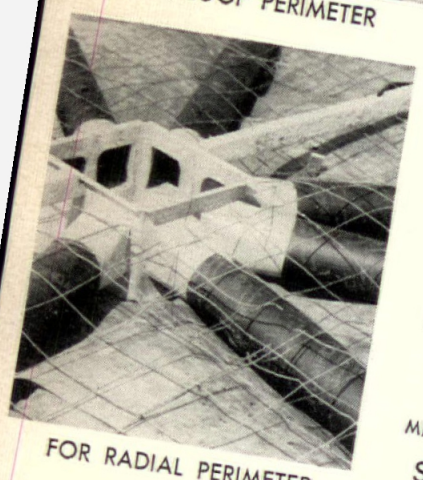

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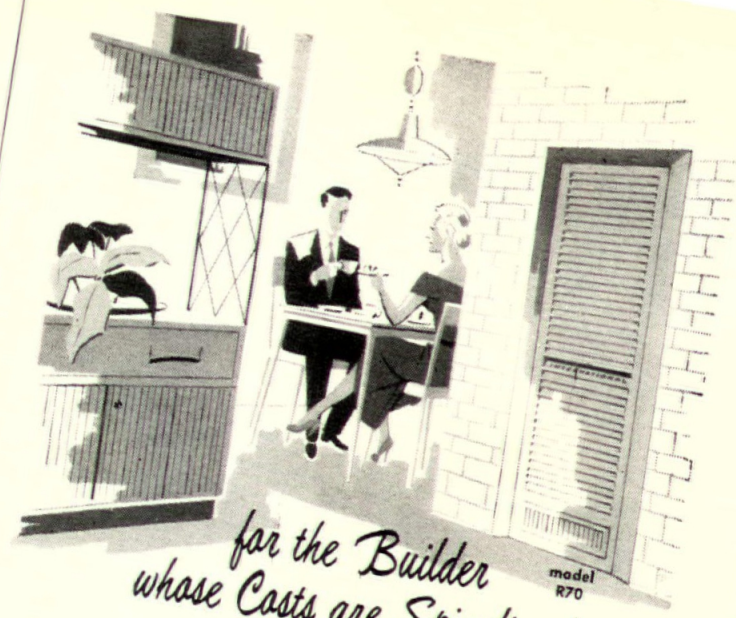

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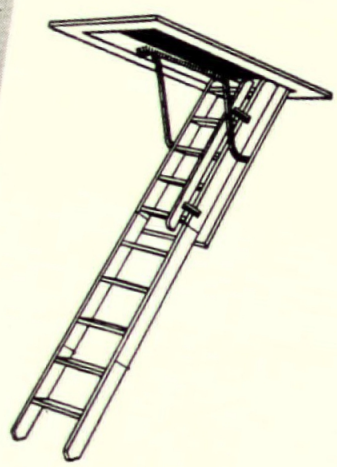

HOW TO MAKE A SALES POINT OUT OF WASTE SPACE

If a prospective home buyer sees that he has to pull himself through a scuttle hole to reach the attic, you've turned much of that attic space into *waste* space as far as he is concerned.

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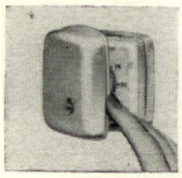

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REASON 4—Unique Sash Balances are sold separately or come installed in completely assembled window units with or without weatherstripping.

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I. Carr, Adams & Collier window ☐
J. Best-Vent aluminum window ☐
K. Reid-Cromex lavatory-vanity ☐
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M. Flat terrazzo shower floor ☐
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Y. Hotpoint modular kitchen ☐
Z. Frigidaire budget kitchen ☐

AA. General Electric refrigerator-freezer ☐
BB. Frigidaire freestanding refrigerator ☐
CC. Ready Hung by-passing door units ☐
DD. Pella wood folding door ☐
EE. Yetter woven-wood sliding doors ☐
FF. Fenestra steel folding door ☐
GG. Anza masonry roofing tile ☐
HH. Republic Steel extra-long gutter ☐
II. Typhoon attic air conditioner ☐
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KK. York attic air conditioner ☐
LL. Coleman "Polar Pak" air conditioner ☐
MM. Worthington air-cooled conditioner ☐
NN. Thatcher air-cooled conditioner ☐
OO. American-Standard air-cooled conditioner ☐
PP. Typhoon conditioner for basementless houses ☐

QQ. Gibson Trimline room conditioner ☐
RR. American-Standard conditioner for hot-water systems ☐
SS. Carrier conditioner for hot-water system ☐
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UU. Empress Clay Bricktile ☐
VV. Bede airless paint sprayer ☐
WW. Rogers rotary paint sprayer ☐
XX. US Gypsum Neo-Fleck paint ☐
YY. Russwin door hardware ☐
ZZ. Screw Machine Product's knobless lockset ☐

AAA. Western Lock lockset ☐
BBB. Dexter lock for screen doors ☐
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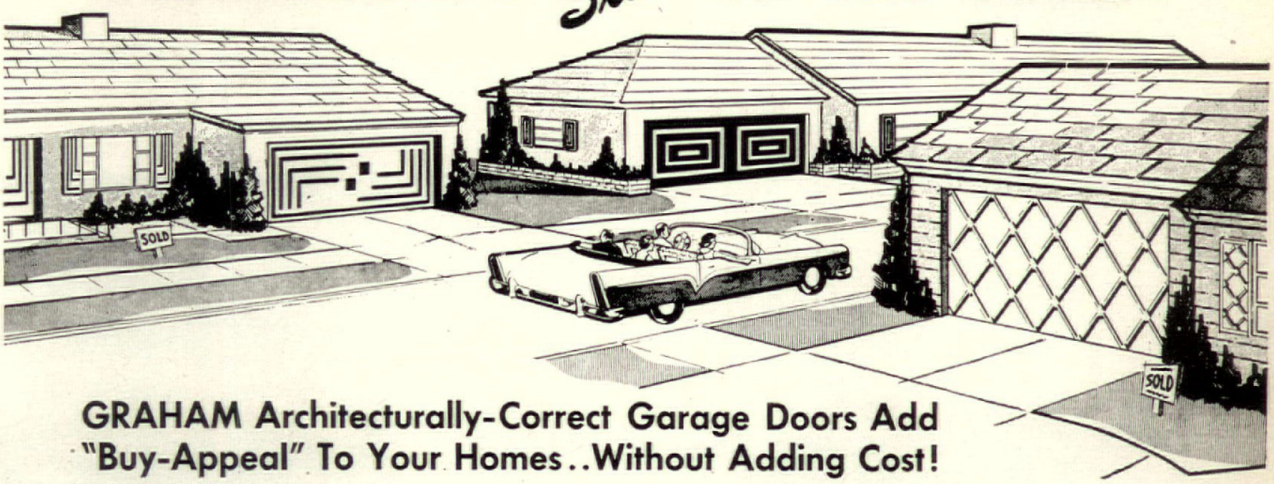

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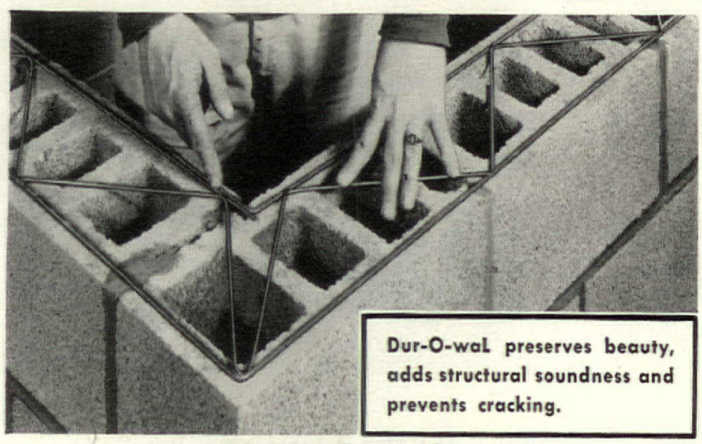
"YOU GET SO MUCH MORE WITH A GRAHAM DOOR!"



Dur-O-waL preserves beauty, adds structural soundness and prevents cracking.

Trussed Design
Butt Weld • Deformed Rods

DUR-O-WAL®

Phone, wire or write Dept. 2D today for complete dealer information . . . . you have a market for Dur-O-waL in your town. Act now.

Dur-O-waL Div., Cedar Rapids Block Co., **CEDAR RAPIDS, IA.** Dur-O-waL Prod., Inc., Box 628, **SYRACUSE, N.Y.** Dur-O-waL of Ill., 119 N. River St., **AURORA, ILL.** Dur-O-waL Prod. of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-waL Prod., Inc., 4500 E. Lombard St., **BALTIMORE, MD.** Dur-O-waL Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-waL, Inc., 165 Utah St., **TOLEDO, OHIO**

This is how COMPLETELY a BESSLER DISAPPEARING STAIRWAY disappears!

The ORIGINAL disappearing stairway. Not a ladder or cheap substitute. 7 well-engineered models for every need. As low as $53 list. Immediate delivery. FREE CATALOG and WALL CHART shows all models and details. Use coupon!

Bessler Disappearing Stairway Co., 1900-E East Market St., Akron 5, Ohio. Please send free Catalog, Wall Chart, Prices and Discounts.

Name .....Address .....

City .....Zone ....State .....

Feature the Garage Door that

sets the stage to SELL

Copyright 1957, O.D.C.

SEE THE "OVERHEAD DOOR"
EXHIBIT • BOOTH 14
AT THE
NAHB Convention
CONRAD HILTON HOTEL

Beautiful Full-Color Advertising Pre-Sells Home Buyers on the Value of

The "OVERHEAD DOOR"

In 1957, more than 25,000,000 potential home buyers will be seeing and reading about The "OVERHEAD DOOR" in powerful consumer ads in national publications. You can cash in on this dramatic advertising—by featuring The "OVERHEAD DOOR" in homes you build!

For 36 years...more people have bought

the homes you build!

Brand name products help sell homes . . . The "OVERHEAD DOOR" is America's best known garage door. Feature it at your next OPEN HOUSE . . . use it to prove the quality of your homes!

SALES-WISE BUILDERS know the value of famous name products—and capitalize on them. You can do the same—with The "OVERHEAD DOOR." As the largest moving part of the homes you build, its smooth action will serve to prove you build with the best products made! And that's only one of its advantages!

Overhead Door Corporation and its distributors assume *complete responsibility* for the satisfactory performance of The "OVERHEAD DOOR" in every installation. And it's backed with a one-year guarantee, service provided whenever needed, and parts available on 24-hour notice.

For information on how The "OVERHEAD DOOR" will help sell homes, contact your nearest distributor of The "OVERHEAD DOOR" or write us!

A complete line of doors, including Ultronic operation, in a complete range of styles and prices—by America's pioneer and leader in upward-acting garage doors.

OVERHEAD DOOR CORPORATION

Hartford City, Indiana

Manufacturing Divisions: Hillside, N. J. • Nashua, N. H. • Cortland, N. Y.
Lewistown, Pa. • Oklahoma City, Okla. • Dallas, Tex. • Portland, Ore.

THE "OVERHEAD DOOR" TRADE MARK

than any other brand!

. . . still the leader for quality at a LOW PRICE!

Herman Nelson "THRIFTY" Portable Air Heater

- Better than ever—vastly improved design
- New all-weather overheat safety control
- 90-second starting cycle—even at sub-zero temperature
- Heat output can be easily regulated
- Fewer moving parts assure longer, trouble-free service

AAF herman nelson

HERMAN NELSON

Best Known Name in PORTABLE HEATERS

Get Free Weather Forecast Service, Mail Coupon!

Ideal heater for project builders. Choose the portable heater that's designed especially for your needs . . . the new Herman Nelson "Thrifty"! Gives you low first cost and low operating cost—gives you the safety and dependability of "sealed flame" indirect firing. Oil-fired, uses only 0.7 to 1.25 gallons of fuel per hour. Electric motor powered. The "Thrifty" may be used indoors or out, and canvas ducts may be used to spot heat where wanted. Also has provision for venting, when desired. New simplified control system has only one fuel control valve, one starting switch. Your Herman Nelson dealer offers you liberal trade-ins on your old job-worn heaters!

AMERICAN AIR FILTER COMPANY, INC.
Portable Products Dept. 44
Louisville 8, Kentucky

Rush complete literature on portable heaters. Also send me your monthly Weather Forecast Chart, at no cost or obligation to me.

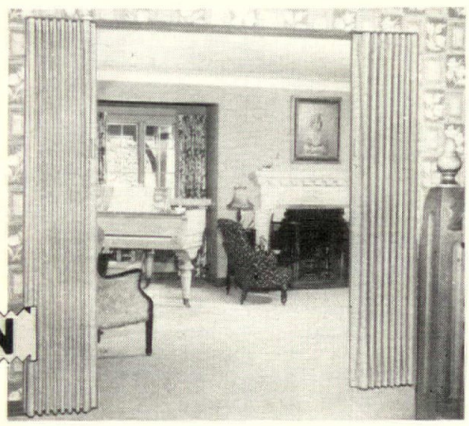
NAME_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

BUILT LIKE THE BIGGEST FOLDING DOOR IN THE WORLD!



The STRAITS ACCORDION FOLDING DOOR

No matter what size STRAITS Accordion Door you prefer, there is but one standard of quality!

STRAITS built the World's Largest Folding Door of the same weight materials and frame as is used in all their doors regardless of size.

From the beautiful, soil resistant, durable, cloth-backed TERSON vinyl coated covering, to the innermost piece, attention is given to engineering and structural quality. Quickly and easily installed.

For long, trouble-free use there is no better folding door than a STRAITS Accordion Door.

Write for full information—Now!

FEATURES

HINGE—Hinges are 18 gauge reinforced channel type, made of rust-proofed steel with reinforced corners.

SEAMS—All seams are stitched with nylon thread reinforced with pre-shrunk cotton tape. Tape prevents seam from opening.

ASTRAGAL—A flexible rubber bumper fits door jamb flush on single doors, and when doors are used in pairs it overlaps for can't-see-through privacy.

CHANNEL—Heavy duty 16-gauge galvanite steel back channel, beaded for rigidity and reinforced at all flanged points.

JAMB CLIPS—Made of tempered spring steel that snap into channel and hold door to jamb.

TROLLEY—Tough, long-wearing nylon wheels, form a 2-wheel trolley that swivels, no side binding in track, easy glide operation.

INSULATION—Flame proof fiber glass blankets furnished if desired.

LOCKS—Optional—Lock one side—open with key from the other side. A STRAITS feature.

STRAITS PRODUCTS, Inc.
2700 Franklin Street, Dept. A, Detroit 7, Michigan

I am interested in STRAITS Accordion Folding Doors. Please send full details.

Name_____

Address_____

City_____

Zone_____ State_____

SEE OUR EXHIBIT AT N.A.H.B. CHICAGO COLISEUM, BOOTH 815

MORE FOR YOUR MONEY with a WARREN-KNIGHT TRANSIT-LEVEL

Model 38-bF

NEW DESIGN
There has never been a Transit-Level like the 38-bF. Offers new usefulness — almost indestructible.

Model 38-bF $285. Model 39-bF (Without compass) $260.

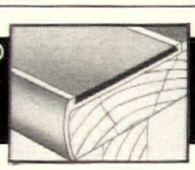
You've never seen a Transit-Level like the new Warren-Knight. It looks and is operated like a transit, yet it has the exclusive advantage of being adjusted like a Wye level, and costs less than half as much as the average transit. The new design Model 38-bF is so sturdy that maintenance and repair charges will be practically eliminated. Assures a LIFETIME of SERVICE. This expert new design includes such features as a steel center, 24x coated optics, covered leveling screws, and limb vernier reading to one minute.

10 DAY FREE TRIAL
So sure are we of your reception to this magnificent new instrument that we offer it for 10 days trial—No obligation to purchase.

Why not get the full facts on this startling new instrument. Write for FREE Bulletin HH-71.

WARREN-KNIGHT
136 NORTH 12TH STREET PHILADELPHIA 7, PA.

TUFF-TRED® SAFETY STAIR NOSING #3



Patent No. 2190446
Other Patents Pending

For that extra margin of Safety and Dependability

Wherever there are stairs . . . you can eliminate slipping hazards and preserve architectural beauty with TUFF-TRED Safety Stair Nosings. Constructed of polished extruded aluminum with an anti-slip replaceable filler, TUFF-TRED (3" wide x 1 3/16" high) can be used in conjunction with resilient floor covering of 3/32", 1/8" and 3/16" thickness. Colors—tile red, green, silver and black. Write for free literature. *Goodloe E. Moore, Incorporated, Danville 34, Illinois.*

Sliding Door Hardware for Interiors by National

For Style... **Smart and modern, years ahead in design!**

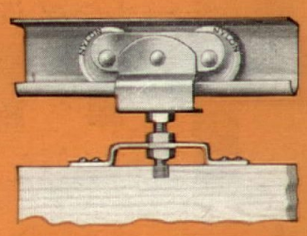
For Service... **Unequaled for ease of operation!**

For Convenience... **A space saver, doors bi-pass each other or slide each into its recessed pocket!**

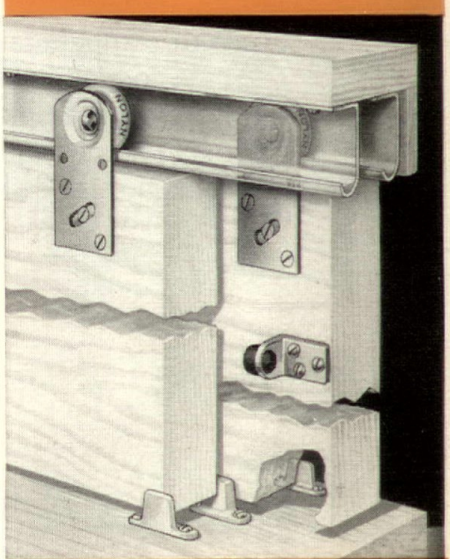
Architects and builders realize that the sliding door for interiors is a definite preference of the trade for today's functional home—where spaciousness and simplicity of design contributes towards more gracious living.

Valuable wall and floor space for the more artistic and practical placement of furnishing is now possible with interior sliding doors for wardrobes, closets and as room dividers.

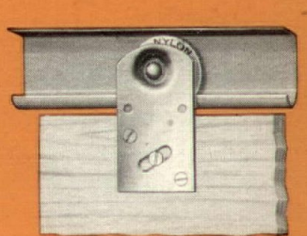
The National hardware illustrated here is distinctive because of the many fine features embodied. Hangers have large nylon wheels 1⅜ inches in diameter—they travel farther with less revolutions—faster, easier and quieter and never need lubrication. Hangers are made in both single and double wheel styles and fit every thickness of door. An illustrated brochure with full details, sent upon request.



No. 185 Sliding Door Hanger



View showing complete door assembly



No. 182 Sliding Door Hanger

Hangers are sold singly or in complete sets including floor guides, bumpers and pulls. Track is available in 44, 56, 60, 68 and 92 inch lengths.

National MANUFACTURING COMPANY
Sterling, Illinois

In choosing plumbing fixtures...

LET ELJER'S

4 Plus Factors

help you meet today's tight competition

With competition tightening in the home-building field, it's time to look for the extras you get with plumbing fixtures. Here, for example, are 4 big extras you get with Eljer. No other major manufacturer offers all these plus factors to help you save more and sell more.

SEE ELJER AT THE N.A.H.B. SHOW, SPACES 94-95-96, CONRAD HILTON.

ELJER
PLUS FACTOR
No. 1

ALL MATERIALS!

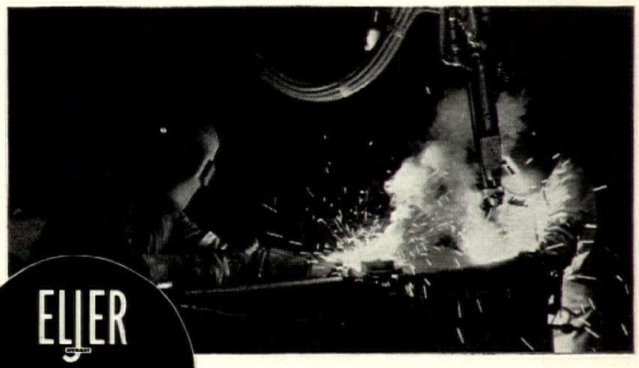
- Formed steel, cast iron, vitreous china fixtures, plus renewable brass fittings.
- All materials color matched.
- Choose any combination of materials to suit your needs.
- Seven colors as well as white.

Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania

ELJER
PLUS FACTOR
No. 2

KITCHENS, TOO!

- Kitchens and bathrooms from a single source.
- Formed steel kitchen cabinets feature contour styling, modern lines, quality construction.



ELJER
PLUS FACTOR
No. 3

QUALITY AND SERVICE!

- 4 big plants with modern production machinery mean prompt delivery.
- Constant inspection and testing assure quality.

ELJER
PLUS FACTOR
No. 4

FRESH, YOUTHFUL NATIONAL ADS!

- Full-color national ads show glamorous bathrooms, help build reader-interest in a new home.
- Smart plaque for new homes points out Eljer fixtures as evidence of quality construction.
- For the full story, call your Eljer dealer or wholesaler . . . or write for condensed catalogue.

ELJER*

DIVISION OF THE MURRAY CORPORATION OF AMERICA

*ELJER-the only name you need to know in plumbing fixtures

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choice of Leading Builders

...Everywhere!

Modern Maid built-in ovens were chosen for all of the 1,100 units of the fabulous Linden Towers cooperative apartments, Flushing, New York. For large projects or single units, discover how Modern Maid can make any home more individual . . . more attractive . . . easier to sell.

"Because of our experience in selling cooperative apartments, we suggested that the kitchen at Linden Towers be the equal of one in an expensive private home. Therefore, the Modern Maid Wall Oven was included. *The Public's acceptance of this fine product has contributed greatly to the success of Linden Towers.*"

Herbert Fischback, President
Herbert Charles & Co., Inc.

• SPACE 905—NAHB Show

TENNESSEE STOVE WORKS

CHATTANOOGA, TENNESSEE

TENNESSEE STOVE WORKS, Dept. HH-1
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Please send brochure giving complete information on Modern Maid built-in ranges.

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☐ BUILDER
Address_____ ☐ DEALER
City_____ Zone___ State_____ ☐ DISTRIBUTOR

sell the Missus and you sell the home!

MATICO® FLOORS give homes that MORE-FOR-THE-MONEY look

Here's a simple bit of sales strategy that works every time! Give your homes that distinctive, individualized luxury-look by installing MATICO high-style flooring . . . and the sale is half made! Yes, women really go for MATICO's fresh colors and original patterns . . . just as they appreciate its long-wearing, work-saving qualities. Select nationally-famous, economical MATICO tile flooring for your next project and see how it helps sell on first inspection.

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Guaranteed by Good Housekeeping

MASTIC TILE CORPORATION OF AMERICA

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Confetti • Aristoflex • Parquetry
Maticork • Cork Tile • Plastic Wall Tile

6B 425

Mastic Tile Corp. of America,
Dept. 14-1, Box 986, Newburgh, New York

Please send me free samples and full information about MATICO tile flooring.

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Address.....

City.....Zone.....State.....

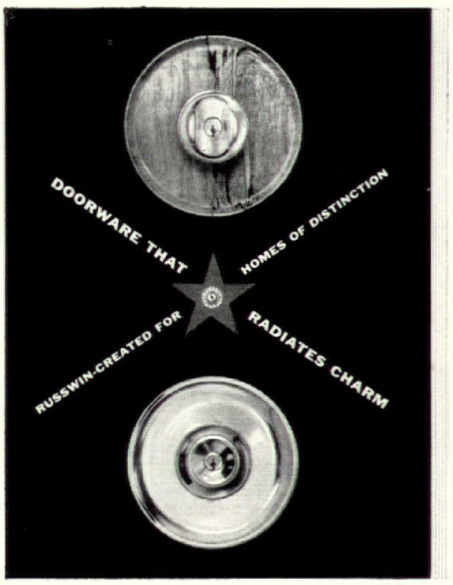
EXCITING NEW DECORATIVE ESCUTCHEONS FOR RUSSWIN DOORWARE

Interesting and unusual
possibilities for
embellishing doorways
are offered by new
Russwin decorative escutcheons.
Russwin designers
have gone "all out" to achieve
not only distinctive and
attractive effects in metals, but
also an ultra-modern note
in doorware decor with woods.
Extension link units
are available for long backsets.
Be sure to see these creations
on display at
authorized Russwin distributors
. . . everywhere.

Reproduced here are four pages of
the new, smartly-designed,
four-color brochure specifically developed
to help Russwin distributors
introduce the sparkling array
of decorative escutcheons and
new knob styles.
Metals and woods are shown
exactly as they appear.
For a copy of this brochure, write
Russell & Erwin Division,
The American Hardware Corporation,
New Britain, Connecticut.

RUSSWIN
DISTINCTIVE DOORWARE

COVER



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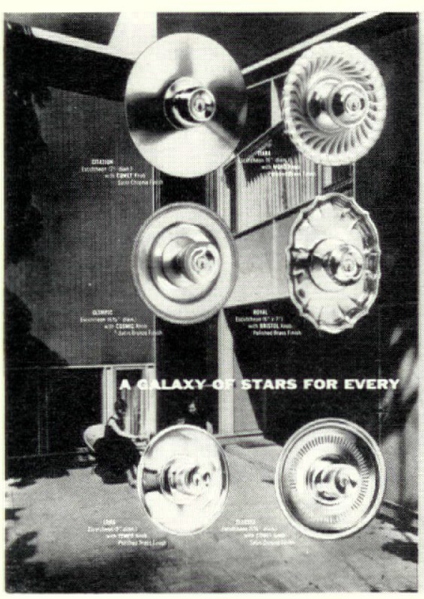

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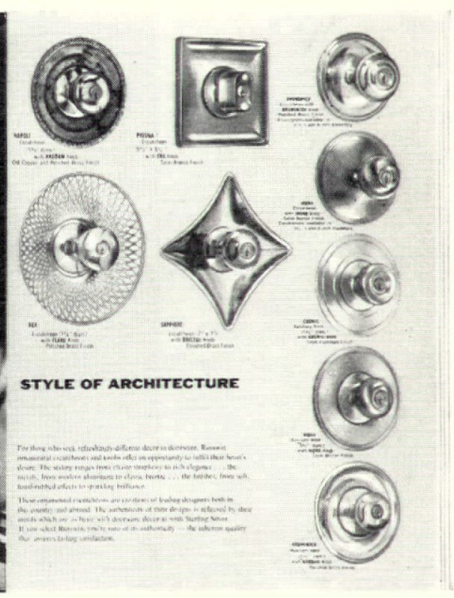

Financing Available *with National Homes*

Sell Easier
Build Faster
Profit More

Even in today's tight money market National Homes Acceptance Corporation has interim financing and mortgage money available in many areas . . . on the most favorable terms . . . to assure faster, more convenient financing.

You will need a ready-supply of financing because National homes are easier to sell than any other homes on the market. They have the beauty, livability and value people want . . . and they're available in styles and sizes for every purse.

What's more, National Homes Corporation provides far more help to its builder-dealers in closing sales. Liberal cooperative advertising plus company-paid magazine and newspaper advertising sets the stage for sales.

Today's National homes can be built faster. They are the most completely prefabricated homes ever offered. Many models can be erected—from foundation to finishing—in 4½ working days.

As a National Homes builder-dealer you can build more houses in less time . . . enjoy a faster turnover of capital and greatly increase your profit. National Homes representatives are specially trained to assist you in every phase of your building and selling program.

For complete information on how you can profit with the nation's most successful home building organization, see us at the NAHB convention or write to George A. Cowee, Jr., Vice President for Sales, National Homes Corporation, Lafayette, Indiana.

See this new National home on the Eighth Street Parking Lot when you attend NAHB's 1957 convention in Chicago and visit the National Homes exhibit . . . Space 62-63 . . . Conrad Hilton Hotel.

ONE OUT OF EVERY 48 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY...

nh National HOMES